

Telematics Trendline

Following the Growth of Automotive Telematics

By Derek Kaufman, C3 Network, Inc.

Telematics Trendline is a series of monthly articles by Derek Kaufman, C3 Network, Inc., designed to inform AAIA members about the trends in telematics applications for both the retail automotive and commercial trucking industries. For the full February article, or for more of the series, click [here](#).

This month:

- Digital Power Station
- Local Motors
- iPad Automotive
- Smart Grid Connections

Digital Power Station

We have had the pleasure to hear the Bongiovi Acoustics Digital Power Station in action over the last few weeks. This innovative technology will provide aftermarket companies with studio quality sound without the expense of high-end speakers and subwoofer hardware. If you are working on a telematics solution involving sound, you'll want to check this out.

DPS analyzes the source of a recording and then digitally processes it to optimize the frequency response of your speakers, the capability of the vehicle's head unit amplifier and the acoustic properties of the passenger compartment. The result is incredibly rich sound even from base line speaker systems. DPS's ability to enhance the base register, in fact, can do much of the work of a subwoofer without actually having one installed.

The demonstration we saw recently showed how DPS analyzes the source material. From Frank Sinatra to the Talking Heads, the "before and after" quality of the sound was very impressive. You can even download a plug in for iTunes and compressed mp3 files. Check it out at www.bongioviacoustics.com.

Local Motors

The content of the Trendline is generated from first hand interviews and interaction with products as much as possible. But this month, we want to pass along an article we read recently in *Wired Magazine* that we think has direct application to the development of aftermarket telematics products.

The article is in the February edition (Edition 18.02) and is entitled *Atoms are the New Bits* by Chris Anderson. In it, you can read about Local Motors (www.local-motors.com) and maybe think about how this open-collaboration design and micro-manufacturing company might be a prototype for the future of aftermarket telematics.

This is a story about the power of crowd sourcing. Designers, engineers and just plain enthusiasts join product design teams to brainstorm the features of a given product. Local Motors acts like a portal and a connector to source hardware that the virtual team cannot generate.

Now take that idea and think about how we might create a similar portal to develop aftermarket telematics devices and applications. Who does what and how do you get paid? We will be traveling to Local Motors to learn more soon and we'll keep you informed along the way. For now, know that there are companies like SanComm (www.sancomm.com) who will take your concepts and connect the right wireless pieces together to make them real. Stay tuned to future Trendlines to learn more.

iPad Automotive

With the recent introduction of the iPad, Apple is taking the tablet computer to the next level. It comes in two models – one with 802.11n Wi-Fi and the other using both Wi-Fi and 3G connectivity with 7.2 Mbps speed on High Speed Downlink Packet Access (HSDPA) networks.

Apple, famous for its closed-shop proprietary development approach, is now embracing the open-source development world with its Software Developers Kit for the iPad which includes a simulator that lets developers test and debug their iPad applications on any Mac computer. The iPad will run any of the 140,000 applications that are available for the iPhone and iPod touch.

What does any of this have to do with the automotive community? Well, imagine a recess in the dashboard in which you plug your iPad. You instantly have satellite radio, GPS, video and email capability that you simply take with you when you exit the car.

Apple will need to work on a couple of things to make the iPad complete. The machine does not support Flash files so many of the videos and online games you'll want won't work on it for the moment. And there is that small issue of Fujitsu having filed a copyright on the name iPad in 2003 ... (www.apple.com)

Smart Grid Connections

The State of Illinois recently announced a Memorandum of Understanding with Korea to jointly develop smart grid technology. Korea's Ministry of Knowledge Economy and the Illinois Department of Commerce will set up a smart grid facility pilot program on Jeju Island using information gathered on the electrical usage of Illinois, one of the strongest electricity industrial bases in the USA. Smart Grid technology will play a large role in the

growth of electric drive cars. With this move, both Korea and Illinois are positioning for that future. (<http://tinyurl.com/ydyqfas>)

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