

## MEDIA FEEDER FOR YOUR INTERNET CONNECTED CAR

### ALWAYS CONNECTED SPLINTERNET ERA

With iPhones, Androids, Kindles, Tablets, TVs and Cars connecting to the Web, a new era is dawning: the Splinternet era, in which the Internet is completely "splintered" and divided into a multitude of devices for content delivery.

Two clear trends now stand out:

- the diffusion of wireless networks with different technologies (3G/4G, LTE/WiMax, WiFi/Bluetooth...)
- the increased presence of Internet connectivity in many devices and systems.

Widespread connectivity and fragmentation of connectable devices are the key concepts to remember.

Now that Internet-connected cars are gaining space in the automotive scene, the market is looking for new solutions and services allowing users to go beyond the usage pattern of the simple "music-in-the-car" consumption - which is usually tied to the PC.

### CARS ON-THE-CLOUD

Currently, if users are driving back home after a long work day they can listen to their favorite music, but only if they remember to burn a CD or manually synchronize playlists from their PC to a USB flash drive. This is quite boring and often they will end up with no updated content.

Why not allow them to listen to their favorite podcasts or news programs directly in the car by automatically updating content?

DriveCast provides a cloud-based service that opens new opportunities for the use of multimedia content on the connected cars. The final goal is to allow people to freely make choices about what they listen to, provide them constant access to this audio content in their cars, and manage this content in an easy and efficient way.

DriveCast can do all of this and even more: it will automatically update user content and synchronize all their mobile devices.

### SET ONCE PLAY MANY

DriveCast is a new independent system designed to integrate the different technologies of mobile devices, wireless connectivity, and cloud. DriveCast provides the user with a simple and natural environment where he can:

- browse and choose the media content (audio&video, of course just audio for the cars) he wants to consume.
- organize his content library into favorite playlists or RSS feeds
- have such content available on all his devices (connected or partially connected)
- automatically synchronize all his devices: connected cars, iPod, iPad, Android smartphones, TV Samsung and Philips, USB storage system.

The big revolution is that people won't need to pass through the traditional personal computer or move files between multiple devices and their cars anymore. Most owners of the new Internet connected cars don't even know what a file is, they just want to listen to their music, follow their favorite podcast subscriptions and have their news always available in a consistent way. DriveCast can deliver this.

### DRIVECAST: GUARANTEED SUCCESS

The success of the services for the connected cars will be determined by their ability to seamlessly integrate the traditional automotive paradigm and quality with the new potential of content on the Internet cloud.

DriveCast is the perfect solution for success in a world in which the goal is not just building a great car, but providing a fully comprehensive and friendly experience to the user.