TELEMATICS wire

- Vehicle Tracking
- Fleet Management
- Navigation Technologies

September 2012

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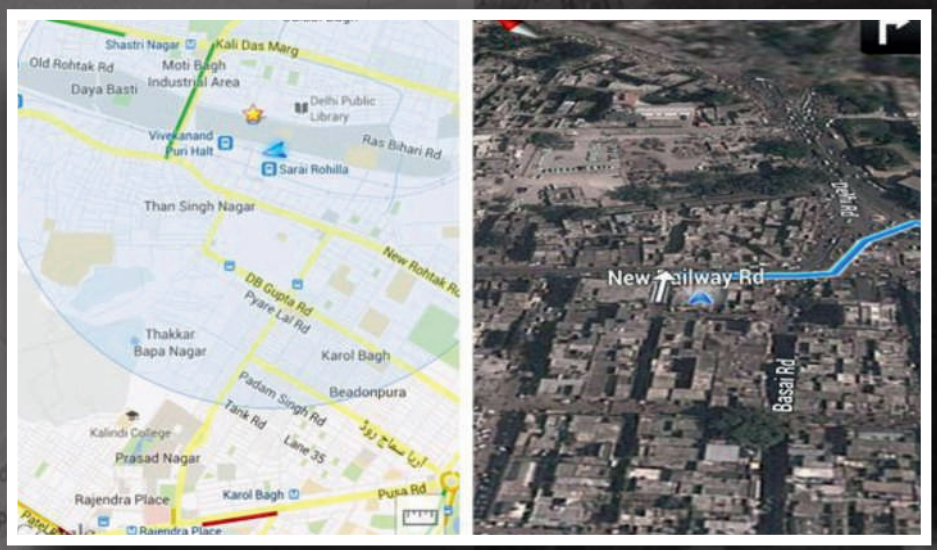
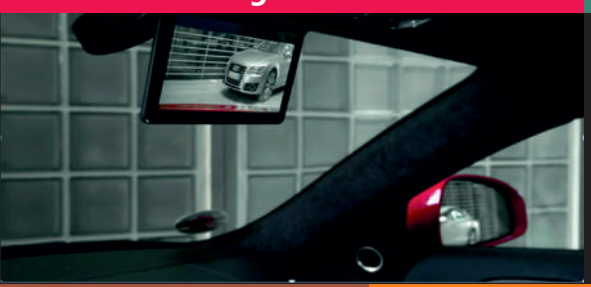
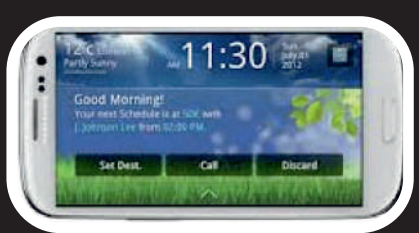
Google brings its voice navigation service to India along with live traffic info for 6 cities



Audi unveils digital rear-view mirror



Samsung unveils Drive Link app for in-car use



INTERVIEW

S Subba Rao
Surveyor General of India

"SoI should reinvent itself with changing times keeping in view the requirement of the users agencies and technological changes."

Mrinmoy

"In India fleet monitoring (telematics) and asset tracking (supply chain and logistics) are the major industry verticals that are expected to see the use of M2M in a major way."

Highlights

News India

Market Research

News International

New Launch

TAPA
Transported Asset Protection Association

Webinar Series

http://telematicswire.net/tapa/

Transported Asset Protection Association

invites you to webinar session

on **11th October @ 2.30pm IST**

Risk management in supply chain

Join this webinar to have an insight on the use of modern technology intervention in ensuring the risk assessment and management for the transport asset.

Date: 11th October 2012

Time: 2:30 pm IST

For further information please check our website:
http://telematicswire.net/tapa/

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Editorial

Vehicle Telematics + M2M

With this September issue of Telematics Wire, we are introducing a 4 page section on M2M. Our focus would be to highlight the developments within M2M in the field of vehicle telematics, automotive, supply chain and logistics, along with the services from telecom service provider.

For last few years, there has been significant development and discussion on 'Machine to Machine' and apparently it does hold the promise to change the 'things'. But how will the transition unfold is something which we are still anticipating. With M2M in vehicle telematics, we can expect the health of vehicle being monitored on real time basis and the data also being stored and anaylsed for precise maintenance of the vehicle. It would be different 'era' where the vehicle workshop knows precisely what to repair and what to replace.

M2M data in Intelligent Transportations Systems (ITS) with vehicle telematics unit sending data about traffic can be the future of traffic management in urban areas, where over 70% of the world population would be living in 2050. Vehicle navigation, logistics & supply chain management etc too would benefit from M2M in Vehicle Telematics. The market research reports talks about growing connected world, where there would be over half billion units in 'Internet of Things'(Machina Research) and generating revenue in 10s of billions dollars.

Last month, Google launched its voice navigation service in India. The Surveyor General of India, representing the nodal mapping agency of India, has opined in his views that although Survey of India does not intend to bring out navigational maps, but would have a positive approach to industry coming up with such products.

While we move ahead with our online and print publication, we often use a statement in our communication, "our endeavour is to build a platform for the vehicle telematics community". But the true story is that we ourselves have been in the process of discovering the extent of this community!

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MapmyIndia unveils CarPad 5 – Android-based 3G navigator tablet

New Delhi: MapmyIndia has introduced CarPad 5, part of the next generation of MapmyIndia's connected car products. The company calls the CarPad 5 an all-in-

one GPS navigator, smartphone and 3G tablet. The Android 2.3.4 Gingerbread CarPad 5 runs on a 1GHz Cortex A8 Samsung processor, and features built-in 3G, Bluetooth, GPS / aGPS, and Wi-Fi connectivity. It has a 5-inch capacitive touchscreen, with a resolution of 800×480 pixels, and everything is powered by a 2,000 mAh battery.

PDS vehicles to be equipped with GPS in Bhopal

Bhopal: The state government has announced that vehicles transporting food grains and kerosene under public distribution system in Madhya Pradesh will be fitted with GPS.

This arrangement is being implemented throughout the state. This will eliminate irregularities and complaints during transportation of food grains and kerosene. Besides, public distribution system will also be strengthened.

VMC from Hyderabad introduces Hazardous Driving Detection System

Andhra Pradesh: Vision Mass Communications (VMC) has introduced Hazardous Driving Detection System (HDDS), a unique and intelligent system to not only monitor drunken driver by alcohol but also with the Hazardous driving patterns.

VMC HDDS features:

Detection of alcohol whenever ignition is switched on and in 3-5 minutes the system senses the BAC level and alerts control room. The system monitors the behavior of the Driving Pattern of the driver and if the driving is found to be rash, the control room can warn the driver and immobilize the engine.

The system uses the integrated ground speed and steering control sensors to determine the abnormal pattern of vehicle movement in a normal highway or in the traffic and advises the driver, sends SMS to the control center and further monitors the control center acts immediately or not . In the event the vehicle is crossing the speed limits continuously the system warns the driver and fallows the emergency routines. Further to this the system monitors the pattern of sleeping driver and warns him and wakes him from sleeping while driving

P. Ajay Kumar

Managing Director & CEO, Vision Mass Communications,
talks about HDDS, usage of vehicle telematics and more.....

Can you brief us about Hazardous Driving Detection System (HDDS).

HDDS is a unique and intelligent system to monitor drunken driver by sensing alcohol and along with this the hazardous driving patterns. This was developed after survey which we had conducted on:

a) State Road Transport Corporation buses - plying long distance overnight journeys results in high risk factors as majority of the accidents occur in these vehicles only.

b) Call centre vehicles - the most vulnerable to accidents as they ferry employees and drive very fast during nights. Most of the accidents occur in these vehicles as most of the drivers are found drunk .

c) Logistic companies - Here too, the drivers are mostly driving continuously and are at risk of being drunk and driving the vehicles during nights.

Could you share the user'sresponse to HDDS?

We had received very positive response so far during our pilot project for the State Road Transport Corporations. We have also received good response from companies outside India. We are quite pleased that Indian government is encouraging technology pertaining to safety of the bus passengers. We found that all the State Road corporations in India are quite concerned about the losses occurred due to damage to vehicles and compensations paid to passengers who lose lives due to such road accidents.

Nearly 100 Crores are lost every year by means of damages and compensations by State Road Corporations. HDDS has been appreciated and we hope it will help in resolving the situation to some extent.

In an interview with Telematics Wire,

Shri S Subba Rao

Surveyor General of India

What are your views on steering SoI in years to come?

In the near future, GIS technology is going play a vital and indispensable role in all the segments of governance. SOI has to rise above the level of national geo-spatial data provider and should formulate geo-spatial data standards and policies coordinating the needs of all sections of government and industry.

Will SoI consider providing maps for the industry verticals like vehicle telematics or it will provide the base maps for other industry and government agencies to further fine tune it for vehicle telematics segment?

The present initiatives of Survey of India, 1:10K mapping is aimed at addressing needs of as many industry verticals and Government departments as possible. We are in discussion with various agencies and are willing to include any additional component into this work, if it has substantial bearing on the countries need.

Could you share your thoughts on the PPP model followed by SoI to reach out to the larger map usage market segment in India?

Presently, SoI is concentrating on 1:10K mapping project, where immense participation is expected from private sector. SoI is willing to partner with any proposal from industry that is beneficial to the country.

What are your thoughts on 3D navigation data which has street photographs? Will SoI undertake provision of such maps in days to come?

Presently, SoI has no proposal in this direction, if requirement comes, SoI will certainly take this up.

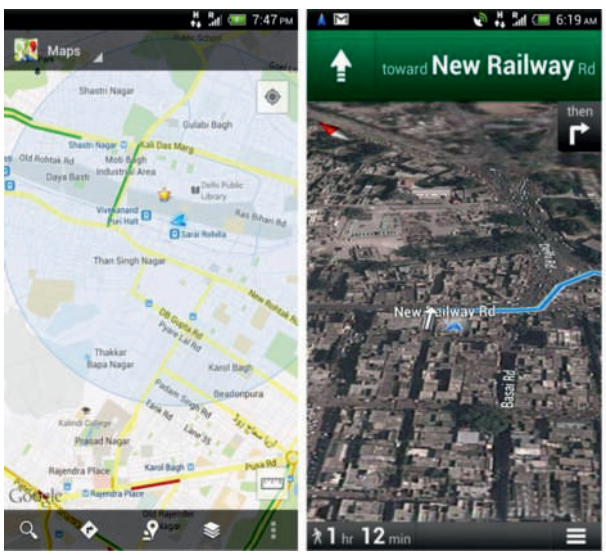
What are your futuristic views about SoI in 2020 or 2030?

In the long run, GIS technology is likely to get embedded into all activities of governance. This necessitates geo-spatial data providing agency to play a key role in continuous supply of updated data to these agencies. SoI should reinvent itself with changing times keeping in view the requirement of the users agencies and technological changes and try to collate other related information in its data base which is far beyond generation and dissemination of geo-spatial data and application of GIS technology, but may envelope many more technologies into it.

Google brings its voice navigation service to India along with live traffic info for 6 cities

New Delhi: Google has announced the launch of its voice navigation and live traffic information in six Indian cities. Google will also offer live traffic information on its search engine Google.com along with Google Maps service. For instance, if an user types in 'Traffic in Bangalore', he will be able to directly see the traffic conditions on Google.com.

Google also noted that it will take congestion into account in places wherever the traffic data is available, to provide better directions based on the current conditions. The traffic information is currently available on the web version, Android, and iOS apps of Google Maps. Google Maps offers traffic information for only six Indian cities including New Delhi, Mumbai, Pune, Hyderabad, Bangalore and Chennai.



Magellan introduces Fleet Management Protocol tool kit

USA: Magellan has launched a new Fleet Management Protocol tool kit to enable solution providers an interactive navigation and two-way mobile information delivery system plus value-added features for a complete fleet management solution.

The Magellan Fleet Management Protocol tool kit enables fleet management system integrators and solution providers to integrates their service with the Magellan RoadMate Commercial 5190T-LM and 5190T GPS navigators.

GE Capital Fleet Services unveils eco-focused website

USA: GE Capital Fleet Services has launched a new eco-focused website that provides access to the company's depth of knowledge regarding alternative fuels and related sustainable products.

The new website provides interactive tools that allow visitors to learn more about how GE Capital Fleet Services helps customers reduce costs, improve fleet performance and increase productivity via alternative fuel strategies.

Uconnect for improved in-vehicle connectivity

USA: Chrysler Group and Sprint have developed a new wireless in-vehicle connectivity experience for the Ram 1500 pickup and SRT Viper. The companies are evolving Uconnect to include a variety of new, easy-to-use connected features and services that are designed to help keep drivers focused on the primary driving task. The Uconnect Access platform uses the Sprint Connected Vehicle Platform architecture and delivers built-in vehicle connectivity via embedded wireless technology.

Prova Systems launches release 12 for its VHM OBD-2, fleet management hardware

USA: Prova Systems has announced the availability of firmware release 12 for its VHM OBD-2 fleet management hardware. The new release offers new capabilities in Prova's powerful OBD-2 trip logger and diagnostic monitor/analyzer for fleet management. The new software implements several new features including

- a new capability to track and report actual fuel used by each vehicle by speed band for every trip;
- automatic wireless driver identification through the inclusion of a driver ID inserted into each trip record making it possible to identify every driver of any vehicle trip-by-trip;

Trimble Navigation launches FleetWorks in Australia

Australia: Trimble Navigation has introduced its fleet management system, FleetWorks, in Australia. It is said to deliver improved driver safety and operational efficiency, cost savings, and enhanced customer satisfaction, as part of the company's expanded portfolio for the Australian transport industry.

Trimble's FleetWorks telematics product is designed for road transport fleet operators, providing positioning information for fleet management combined with on-board computers and a back-office system.

BMW launches DriveNow car sharing and ParkNow mobile parking service

USA: A unique car sharing program DriveNow has been kickstarted by BMW Group in San Francisco, US. 70 electric vehicles have been pressed into service as the drive gets underway. Besides this, a novel parking solution called "ParkNow" has also been introduced which will get going in September. DriveNow and ParkNow is BMW Group's contribution to development of new mobility facilities which will go a long way in reducing emissions, traffic congestion, money saving and will all go a long way in betterment of quality of life.

Magellan RoadMate with enhanced driver safety features

USA: Magellan has announced new Magellan RoadMate vehicle navigation devices with innovative features that underscore Magellan's dedication to driver safety and convenience including Bluetooth 'Safe Texting,' Magellan Wireless Back-up Camera compatibility and 'Portrait Mode' viewing.

The Magellan RoadMate RM2255T-LMB and RoadMate 5265T-LMB GPS models include Bluetooth 'Safe Texting' that enables drivers to quickly and safely respond to a call with a pre-written text message.

CSR debuts first SiRFstarV chip optimised for smartphones

SA: CSR has launched the new SiRFstarV 5t tracker, the first SiRFstarV architecture product optimised to deliver continuous, highly accurate location awareness to the latest generation of smartphones, tablets and other mobile devices. The quad-GNSS SiRFstarV 5t tracker is a SiRFstarV device that offers exclusive CSR adaptive continuous tracking power management technology, which offers significant power savings for extended battery life, and also includes MEMS inputs, LTE immunity, enhanced active jammer removal and other SiRFstarV advantages. The SiRFstarV 5t is already in use by LG Electronics for its first quad-core smartphone, the LG Optimus 4X HD, which takes advantage of the device's GLONASS support and high sensitivity.

Tallysman Wireless launches new line of GPS-L1/GLONASS antenna

USA: Tallysman Wireless has announced the latest addition of the TW4320/4322 to its line of antenna products. The TW4320/TW4322 antennas are small wide-band, high-performance antennas housed in a compact IP67 magnetic mount enclosure, with a three-meter cable and a wide range of connectors.

The TW4320/TW4322 antenna covers the GPS L1, GLONASS L1, and SBAS (WAAS, EGNOS, and MSAS) frequency bands (1575 to 1606 MHz). It features a small patch element with 40 percent wider bandwidth than previously available in this format. It provides both GPS-L1 and GLONASS signals in the 1-dB received power bandwidth.

Spirent launches new Hybrid Location Technology Solution

USA: Spirent Communications introduced its new Hybrid Location Technology Solution (HLTS). Spirent HLTS is boasted as the first test solution of its kind, combining Wi-Fi, Assisted Global Navigation Satellite System (A-GNSS), Micro Electro-Mechanical Systems (MEMS) sensor and cellular positioning technologies. It provides repeatable and reliable lab-based characterization of mobile devices supporting the hybrid location technologies being developed to provide accurate user location everywhere, including indoors – the most common usage scenario. The HLTS not only integrates multiple positioning technologies but also assists the device developer in optimizing these technologies for precise location determination.

Garmin unveils dezl 760 Truck Navigator

USA: Garmin International has launched dezl 760, the company's first trucking navigator with a seven-inch display and a new Active Lane Guidance feature to help truckers confidently navigate intersections and exits. The dezl 760 is feature rich with trucking-specific functions, such as route calculation based

on truck attributes, trucking points of interest (POIs), Hours of Service (HOS) logging, an extra-loud speaker and backup camera support. Compatible with Garmin Smartphone Link, it is claimed as the only navigation device for truck with the ability to receive real-time information through a smartphone app, such as fuel prices, traffic camera images and weather.

Samsung unveils Drive Link app for in-car use

USA: Samsung Electronics has launched "Drive Link" a mobile app that is aimed at improving safety for users while driving. Drive Link is built around the

three most popular uses of smartphones while driving: listening to music, navigating to a destination and talking hands-free. It also includes shortcuts to other driving applications that have also met safety certification standards. Enlarged buttons are complemented by a simple menu structure that makes navigating through the options easy and intuitive. Upon loading the App, the user is presented with a welcome screen displaying time and weather information for the current location.

Audi unveils digital rear-view mirror

Europe: Audi has introduced digital rear-view mirror that delivers brilliant images and is due to enter small-scale production in the Audi R8 e-tron at the end of this year. This model – like the current Le Mans winners – has no rear window and hence no conventional rear-view mirror. Its high-tech successor is the digital rear-view mirror – a camera/monitor system. A control unit produces a consistent high-contrast, brilliant image. During the hours of darkness the intelligent control system prevents dazzle from the headlights of other vehicles. The driver can dim or deactivate the display at any time. Audi is also working on incorporating additional information on the monitor in future.

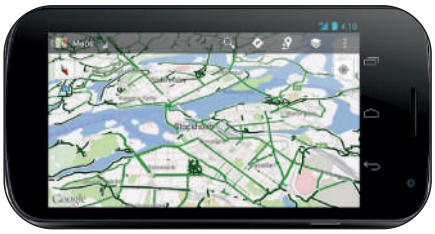
TomTom renews map data deal with TeleNav

USA: TomTom has announced a renewal of its map data agreement with TeleNav. Within this new contract TomTom will provide mapping data for Scout, Telenav's branded mobile navigation offering currently available on the iPhone. In addition, TomTom will remain the provider of map content for Telenav-powered Sprint applications.

TeleNav is currently using Nokia/NAVTEQ map data for their mobile navigation offering for AT&T. Ford, the third largest customer of TeleNav was initially using Tele Atlas (TomTom) data for the Ford MyTouch navigation head unit and less than a year later, in November 2011, a surprising switch to NAVTEQ was announced.

Google update maps for biking navigation

UK: Google has announced a latest change to Google Maps. The updated application will now allow users to navigate biking trails in case they're getting around on the emissions-friendly vehicle.The new version is launched in10 countries (Australia, Austria, Belgium, Denmark, Finland, the Netherlands, Norway, Sweden, Switzerland and the UK). Google has added turn-by-turn, voice-guided biking navigation to Google Maps Navigation (beta) in every country with biking directions. Device on handlebars can be mounted to see the turn-by-turn



directions and navigation, or use speaker-mode to hear voice-guided directions.

Trimble to acquire TMW Systems

USA: Trimble has entered into a definitive agreement to acquire TMW Systems, provider of enterprise software to transportation and logistics (T&L) companies. TMW's transportation software platform serves as a central hub from which the core operations of transportation organizations are managed, data is stored and analyzed, and mission critical business processes are automated.

Telmap partners with Sony Music

Germany: Telmap has inked a partnership with Sony Music for enabling users of the Telmap Mobile Location Companion to choose from a selection of voices that will guide their navigation sessions. Enhancing the user experience through personalization is in-line with Telmap's mission of providing people with instant, relevant, reliable and fun information while on-the-go.

Nokia to replace Google as map provider for Amazon's Kindle Fire

USA: Amazon.com Inc's new Kindle Fire will have mapping services via a tie-up with Nokia Oyj, filling a gap in the tablet's capabilities while snubbing Google Inc's popular service.Amazon will release at least one new version of the Kindle Fire next week. Amazon will also add location capabilities to the new Kindle Fire, which requires either a GPS chip or a process known as WiFi triangulation, the people said on condition of anonymity because they were not authorized to speak ahead of launch event. Cooperating with Nokia may help Amazon develop integrated, or "native," mapping functionality for the Kindle Fire without relying on Google Maps.

Towers Watson and Hughes Telematics teams up to provide data services for usage-based automobile insurance

USA: Towers Watson and Hughes Telematics have formed a strategic alliance to provide personal line U.S. auto insurers with comprehensive data services for usage-based insurance (UBI) programs.

With the alliance, Towers Watson's DriveAbilityS service offering will be powered by HTI's In-Drivesolution. DriveAbility helps insurers convert driving data into industry-applicable metrics, which enables the development of new insurance products and services for consumers. HTI will utilize its automotive telematics platform to offer enhanced data services and provide the connectivity for additional telematics features. Through the alliance, DriveAbility provides a cost-effective way for insurers to rapidly go to market with a UBI product.

Qualcomm selected as best telematics supplier by Frost & Sullivan

USA: Qualcomm Incorporated has been recognized by Frost & Sullivan as the best supplier of advanced telematics services with the 2012 U.S. Fleet Manager's Choice Award. Ranked as the number-one telematics supplier by 75 percent of fleet managers surveyed, Qualcomm also was ranked by 93 percent of its users as the best supplier for value and earned the highest weighted mean score in this market segment.

Scout for Apps now on Android and Windows Phone platforms

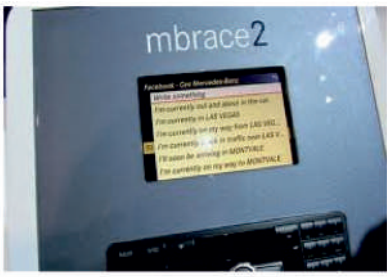
USA: Telenav has extended Scout for Apps to Android and Windows Phone platforms. Launched first on iPhone in March, Scout for Apps is the first HTML5, browser-based, voice-guided, turn by turn, GPS navigation service for mobile phones.

Scout for Apps gives developers an easy way to offer consumers free, voice-guided, turn by turn, GPS navigation directly from their application or website. Developers can integrate the service by simply adding one line of code, making it ideal for social, travel and shopping apps, or any other app or website that includes points of interest, places or addresses. Scout for Apps is also the only GPS navigation service that developers can embed within their own mobile applications, just like embedding video into a website, allowing them the ability to keep their users within their own branded app throughout the entire navigation session.

Toyota Tsusho starts offering real-time traffic data

Thailand: Toyota Tsusho Electronics (Thailand), a subsidiary of Toyota Group Japan and manufacturer of embedded software for automotive applications, has started offering what it claims to be the country's highest quality and most accurate real-time traffic information service for motorists. Launched in July, the TSquare Traffic Information service offers information covering 24,000 routes in greater Bangkok and 14,000 routes in the suburbs. Such data is sourced from GPS information, transferred in from 10,000 taxis, the highest amount of data sources in the capital. Towers Watson and Hughes Telematics teams up to provide data services for usage-based automobile insurance

Mercedes-Benz promotes its mbrace2 telematics platform



USA: Mercedes-Benz USA (MBUSA) has launched a new campaign to promote its mbrace2 telematics platform. The campaign centers on a 30-second spot, "All From One Place," that will break during the 2012 U.S. Open, of which Mercedes-Benz is a presenting sponsor. There are also extensive digital and social media executions, as per the automaker.

Ford integrates ROXIMITY with SYNC AppLink

USA: Ford has released ROXIMITY, a real-

time, location-aware alert service that lets users know of surrounding deals and specials. The app is compatible with SYNC AppLink, Ford's hands-free, voice-controlled mobile connectivity technology. With SYNC AppLink compatibility, ROXIMITY provides a convenient way to improve a consumer's time behind the wheel while running errands. When drivers connect their phone to SYNC via USB and activate AppLink, they can simply use their voice to ask ROXIMITY for any special deals nearby within designated retail categories, including restaurants, home services, spas and salons, etc.

Cadec expands Performance Management Scorecards offering

USA: Cadec Global has announced that it has expanded Performance Management Scorecards as part of its PowerVue system to help fleet managers closely track and report on driver and vehicle performance in real-time improving safety, fuel efficiency and customer service.

The recently released Performance Management Scorecards, also known as GYR for its graphic display of Green, Yellow or Red statuses, provide fleet managers with an intuitive, easy to read report on driver behavior based on key performance indicators (KPI's) that highlight issues, such as speeding, idling, over revving, or sudden decelerations.

Nova Mobile Systems acquires Global Telematics

USA: Nova Mobile Systems has announced the acquisition of Global Telematics and the addition of John Pylant to its Mobile Solutions Sales team. GTM is a New Jersey based International Telematics company with business activities throughout Europe, the Middle East and North America. Global Telematics specializes in Global Positioning Systems (GPS) and Automated Vehicle Location (AVL) devices used to track the location of assets and report performance of vehicular operation as well as various Data Management Systems assisting in the remote management and maintenance of machinery.

Fleet operators adopting "greener" options for reducing cost of ownership: Pike Research

USA: A recent research report "Total Cost of Ownership of Alternative Fuel Vehicles for Fleet Operators", from Pike Research states that due to the pressure to reduce both the costs and the environmental impacts of their vehicles, fleet managers are seeking the most cost-effective ways to "green" their vehicle fleets while ensuring that operations continue to run smoothly.

Installed base of fleet management systems to reach 5.7 million in Europe by 2016

According to a new research report from Berg Insight, the number of active fleet management systems deployed in commercial vehicle fleets in Europe is expected to grow at a compound annual growth rate (CAGR) of 17.9 percent, this number is expected to reach 5.7 million by 2016. Earlier it was 2.5 million in Q4-2011.

The report points out that the fleet management industry is yet again affected by the financial crisis in Europe, but it is still clear that 2012 will be a positive year generating growth of 10–20 percent. A group of international aftermarket solution providers have emerged as the leaders on the European fleet management market.

Increasing penetration of tracking and navigation drives GPS growth in India: Netscribes report

Mumbai: The general notion of tracking subjects has resulted in the advent of Global Positioning System (GPS) as a major breakthrough that the world had witnessed. Though the technology has been adopted a lot earlier in the developed countries, India is fast catching up the trend. GPS has surfaced as a ubiquitous concept that looks at bringing the entire world into close proximity by connecting far-off subjects. Though still considered to be at an initializing phase in India, GPS holds magnanimous potential in years to come owing to its heightened acceptance among the younger generation.

In-car navigation market for 2012 at its lowest ebb of $22 billion

London: The latest research from ABI Research states that even though the total in-car navigation market has been in continual decline for the last 3 years, but it has now reached its lowest ebb. While pure navigation is unlikely to reach the highs of 2008 again, the overall market is reaching a revenue plateau, creating a solid platform on which connected in-car services can bring a new generation of revenue growth.

Global and China Automotive Audio and Navigation Industry Report, 2011-2012

USA: Reportlinker.com has released a new market research report "Global and China Automotive Audio and Navigation Industry Report, 2011-2012", the report covers the followings:

- Brief Introduction of Automotive Audio
- Brief Introduction of Telematics
- Global Automotive Market and Industry
- China Automotive Market and Industry
- Global and China Automotive Audio Market and Industry Analysis
- Global and China Automotive Navigation Market and Industry Analysis
- Research on 23 Major Automotive Audio and Navigation Manufacturer

Connected automotive infotainment system shipments to cross 50 million globally by 2017

USA: Global connected automotive infotainment system shipments are expected to grow from 5.7 million in 2012 to 50.9 million in 2017 forecasts ABI Research. The new Automotive Infotainment market database points out that while the US is currently the leading market, it will be overtaken by both Europe and Asia-Pacific by 2017.

According to Dominique Bone: Infotainment remains a strong driver for the connected car market with both connected navigation and multimedia streaming about to become standard features, especially in the US market. In Europe the TomTom-powered embedded Renault Carminat Live solution has seen stellar success. Convergence is clearly the biggest dynamic in this nascent market with OEMs such as Honda recently launching solutions based on smartphone integration (HondaLink powered by Aha Mobile - Harman). Screen replication technologies such as MirrorLink are also expected to become widely adopted by car and phone OEMs. At the same time embedded automotive infotainment solutions are firmly set to embrace open source platforms with BMW recently announcing integrating GENIVI software in 2013. With Apple lending support to OEMs for Siri integration, speech technology seems to be finding new momentum while next-generation technologies, such as gesture recognition, also continue being explored.

ITS Technology and its adoption all across the world

In recent years, the public transport system has become quite dynamic. The performance, effectiveness, and quality of transport system processes rely hugely on the factors affecting the vehicle's daily transportation work. Information has emerged as an asset for all modern public transport operators that want to ameliorate their computerization infrastructure and enhance customer services. In the said backdrop, Intelligent Transport System (ITS) emerges as a complete solution. The need of accurate, comprehensive information and that too deliver in a timely manner can be fulfilled by ITS. By adopting ITS, transport operators are enabled to faster information communication, timely information provision, and an effective decision-making process.

The transportation system like vehicles, roads, traffic lights, etc. are made intelligent by integrating them with microchips and sensors, resulting in communication of the said systems with each other via wireless technologies. In most of the countries across the world like USA, China, Japan, France, etc. ITS has proven out to be a key driver in bringing remarkable improvement in transportation system performance by curbing congestion, enhancing safety and traveller convenience.

Different technologies such as the network, GPS, display systems and Information systems are integrated for ITS deployment and thereby leading to fulfill key success factors in the public transport system. LED based GPS driven destination boards are deployed in the bus/train to keep updating the waiting passengers about the destination and route of the bus/train.

The tracking system equipped in the buses/trains calculates the positions from the GPS receiver and transfers the data to the main server via GPRS interface for collecting information on the time of buses/trains arrival at different bus stops/stations. The integration of GPS and GIS system enables the transmit of time/route information into the GIS app which can be accessed via website by the passengers for checking the bus/train route maps etc.

Passenger information systems are also an integral part of ITS. The deployment of passenger information systems in railways helps in improvising passenger services, wherein systems offers passengers with information before and during the journey, reservation and payment systems, luggage management and management of connections between trains and with other modes of transport.

> **"The need of accurate, comprehensive information and that too deliver in a timely manner can be fulfilled by ITS"**

When it comes to buses, passenger information systems offers real-time information to passengers waiting at bus stops with real-time displays indicating the time in minutes about the next bus arrival. Besides this the operator can send an information message to the display if any traffic disturbances are found.

The core objectives of deploying Intelligent Transport System include: minimizing waiting time and uncertainty, boosting the accessibility of the system, increasing the safety of users, facilitate timely management of incidents/ accidents, curbing the fuel consumption and emissions, cutting down the operational costs, improvising traffic efficiency, curing traffic congestion and developing instant two-way interaction facility between driver and bus/ train control station.

In India, many states have started deploying ITS that includes Chennai, Mysore, Bengaluru, etc. The initiative of ITS deployment in Indian states points out the government keenness to improve the public transport and profitability of public operators with projects like JNNURM, which supports commuter convenience.

In a recent development, India has sought Canada's help to implement the intelligent transport system in a large scale all across the country. Indian highways minister CP Joshi and his Canadian counterpart Denis Label have signed a Memorandum of Understanding (MoU) between India and Canada. The MoU will be a key driver in sharing and exchange of knowledge and technical expertise in the areas ITS infrastructure development, operation and deployment.

Despite their ever growing technical possibilities and remarkable benefit-cost counts, many nations are reluctant to invest in ITS. The main challenges in the deployment of ITS in India are: budget limitation, poor road network, lack of awareness amongst users, etc. In order to achieve significant improvement in transportation system performance, ITS must be treated as a critical component by the government. If India does not exploit the advantages of ITS as a part of the next step towards revolutionzing the transport systems, then the country would not only fall behind other developed economies in ITS, but also lose ground to alarming issues like traffic congestion, high accident ratios, etc.

Akshara Narendran

New Launch International M2M

Telefónica and Arduino presents new connected device under 'The Shield' project

Berlin: In conjunction with Arduino, Telefónica is presenting a new version of the Arduino GSM/GPRS Shield project in Berlin. The project added a GPRS/GSM connection to a free hardware motherboard, thus originating a low cost device which is connected through Telefónica's M2M technology and offers a whole raft of possibilities for simple and cost-effective advancement of the so-called internet of things.

This Shield, which marks a further development in the initiative presented at Valencia's Campus Party 2011, brings in notable new features. The hardware and associated software have improved both in terms of their usability and their capacities. The libraries are smaller and additionally allow 'asynchronous' use, meaning that Arduino is freed up to perform other tasks while the shield is communicating.

Developer Garden platform for M2M communication

Berlin: Deutsche Telekom has launched Developer Garden platform for machine-to-machine(M2M) communication solutions developers. The community offers developers access to tools such as APIs, programming guidelines and software development kits (SDK) to develop and sell applications for M2M – the Internet of Things – easily and quickly. For example, a smoke detector alarm can be monitored online utilizing the appropriate M2M API, and by meshing-up with Deutsche Telekom's SMS API can be further enhanced with SMS alarm notification. The finished M2M application can then be directly marketed and sold via Deutsche Telekom's M2M Marketplace. The community also provides developers with the opportunity to exchange information and ideas with Deutsche Telekom experts and other community members on the forums.

Chrysler and Sprint join forces for offering improved in-car connectivity

USA: Chrysler Group and Sprint have developed a new wireless in-vehicle connectivity experience for the Ram 1500 pickup and SRT Viper. The companies are evolving Uconnect to include a variety of new, easy-to-use connected features and services that are designed to help keep drivers focused on the primary driving task.

Chrysler Group has enlisted the network, systems integration and consumer market expertise of Sprint in a strategic partnership designed to seamlessly integrate wireless technology into Chrysler Group's Uconnect Access in-vehicle communication system. The result is an inspiring customer experience, with convenient features that make travel productive and entertaining.

Cadec deploys Verizon's M2M Management Center for fleet customers

USA: Cadec Global has announced that its PowerVue solution now utilizes Verizon Wireless' M2M Management Center to deploy and manage devices for its fleet customers with devices on the Verizon Wireless Network. The M2M Management Center enables Cadec to simplify and enhance the process of managing communications between drivers and fleet managers.

Among the PowerVue solution's new features are:

- Optimized networking device performance: The M2M Management Center helps the PowerVue solution verify that devices are connected to the Verizon Wireless network and to monitor whether customers' devices are operating at peak performance, thus enhancing the exchange of real-time data such as that pertaining to vehicle mileage, workflow, fuel economy and driver performance.
- Simplified device deployment and activation: Cadec now can deploy devices on the Verizon Wireless network in as little as one day or less, thus expediting the time in which fleet customers can start monitoring real-time data from their vehicles.

Sprint unveils integrated usage based insurance

USA: Sprint has announced that it will market integrated, end-to-end usage-based insurance (UBI) services designed specifically for the auto insurance industry. Sprint boasts itself to be the first wireless carrier to offer a low-cost turnkey trial program for insurance carriers to start their own trials and pilot programs.

Integrated Insurance Solutions from Sprint will give insurance carriers the ability to offer customers personalized discounts based on their driving habits. The vehicle is fitted with a small device that easily plugs into the diagnostic port. It captures vehicle information and driver behavior data which is transmitted over the Sprint wireless network. A cloud-based system analyzes the data with driver scoring software that enables insurance carriers to improve driver risk assessments, reduce costs and improve profitability.

In an interview with M2M Wire,

Mr. Mrinmoy Chakraborty

Country Manager, Petari India,

talks about current trends of M2M technology and the future of M2M in India

Could you give an overview of M2M technology & its application eco-system?

M2M is about connecting people, devices and systems in a meaningful way. Simply put M2M is the automatic communication between devices where value is created through "conversations" among the devices. I view M2M as the "Facebook of Things".

M2M application ecosystem can be broken into three distinct segments - M2M, M2P/P2P(Machine-to-Person/Person-to-Person) and MCMTM(Machine to Cloud).

Kindly share your views on the trends in M2M technology application, globally and in India?

The current wave of M2M is about creating standards and develop the most efficient infrastructure with network and technologies (wireless, sensors) to collect data from deployed environments. The applications are geared more towards remote monitoring and reporting of business. The next phase (MCM) will be (already started) about finding "meaning of data and deriving business benefits" of data by offering value added services to customers.

In India, M2M ecosystem is still in the process of build-up. In the last 2-3 years multinationals have started setting up operations in India. In the DNA solution value chain, India primarily intends to play in the Application (software segment). The focus is more on "M2M as a service" and pay per use business models.

What are the vertical industry segments in India which will see the use of M2M technology?

In India Fleet monitoring (telematics), asset tracking (supply chain and logistics) and smart grid (energy monitoring), rural-health, people tracking(student tracking, employee tracking) , smart agriculture and smart education are the major industry verticals that are expected to see the use of M2M in a major way.

Specifically for the transport and logistics segment, how do you think M2M will make a difference?

The transport and logistics segment M2M is expected to create significant impact especially in the following areas, among others:

- Asset control and utilization (preventing asset loss, inventory management)
- Supply chain optimization (supply chain visibility, route optimization)
- Green supply chain (Fuel usage optimization, reducing traffic miles)
- Innovative service models (intelligent packaging e.g. sensors providing insights on freshness of fruits and vegetables, medical products)

Could you tell us something about Petari, the people and vision behind it.

Petari Inc. is an innovation challenger in the global M2M space. Petari provides end to end supply chain visibility solutions for industry leaders in the enterprise machine to machine (M2M) space in supply chain, energy and security verticals. Petari delivers an integrated hardware and software asset tracking solution based on a range of wireless and sensor technologies, that enable traceability to a wide variety of assets anytime, anywhere across the supply chain.

What are your key products of Petari in the M2M space and where it is being used?

Petari's universal tracking solution combines passive RFID, short range, cellular and sensor technologies in a way that provides an optimal solution to any asset traceability and management problem. In addition, Petari's indoor solution features an 'infrastructure-lite' wireless LAN solution providing <10m resolution. Petari's core competency lies in power management, sensor-based asset intelligence and location accuracy in both indoor and outdoor locations.

How do you envisage the future of M2M in India?

I envision APAC region to be the development and innovation hub of M2M (with China, Korea, Taiwan leading in hardware and India leading in software) solving global problems. M2M is a pervasive technology and will create impact across industries (transportation, energy, health, consumer, education, supply chain, industrial and utilities) and change peoples lives for the better. This opportunity comes once in a business life and I hope the ecosystem builders in India from technology, network operators and software understands this and takes action sooner than later.

New Launch International

Netcomm Wireless inks distribution agreement with Novotech

USA: NetComm Wireless has inked a strategic partnership with Novotech Technologies to deliver a range of M2M and wireless broadband products to value added resellers; system integrators and business customers in North America. This agreement strategically positions the company's diverse portfolio of M2M and wireless broadband products in the region which recorded annual M2M growth rates of approximately 26 per cent to reach 27 million subscribers at the end of 2011.

TNS and Telstra partner to offer wireless SIM management for payment devices

Australia: Telstra and Transaction Network Services have announced a partnership that will benefit Australian organizations operating wireless payment devices in the high-growth Machine-to-Machine (M2M) environment.

TNS is introducing the Telstra M2M Wireless Control Center to provide an enhanced managed wireless service. The solution will double TNS' network reach in Australia and streamline operations through a single web-based interface for SIM card ordering, provisioning, activation and management. The platform will also help TNS with fraud management through its comprehensive usage alerts engine and real time reporting.

The TNS solution benefits operators looking to minimize the cost of provisioning, logistics, data usage fees and fraudulent use of M2M assets in the Australian eftpos and ATM market.

inthinc opts for ORBCOMM as global M2M communications service provider

USA: ORBCOMM and inthinc Technology Solutions have signed an agreement for ORBCOMM to provide wireless data services for inthinc's breakthrough technology applications in the heavy equipment, oil & gas and commercial fleet industries in the United States.

Through its waySmartTM and tiwiProTM products, inthinc provides a comprehensive driving safety system that changes driver behavior in real time to improve safety and fleet efficiency.

USA Technologies unveils QuickConnect: web service for OEMs

USA Technologies has announced the availability of QuickConnect-a Web service designed to make it easier for developers and OEM's in the unattended retail and mobile payment acceptance space to interface with USAT's comprehensive ePort Connect service platform.

Developers and manufacturers expected to benefit from QuickConnect include:

- Device machine manufacturers that desire a turnkey solution for enabling a connection to USAT's comprehensive ePort Connect service independent of card reading hardware;
- Developers of mobile applications requiring a turnkey solution for cashless payment services; and,
- Other developers of unattended devices, such as kiosks, that require an easily deployed cashless option.

Aeris Communications and Novotech Technologies join forces for M2M Services

USA: Aeris Communications has partnered with Novotech Technologies to deliver M2M connectivity services. With this partnership, Novotech will begin distributing products connected by Aeris' intelligent machine framework. Aeris' network will optimize performance and provide the deepest level of visibility for every Novotech device on its network. This will ensure both flexibility and reliability while enabling Novotech customers to better control efficiencies. Unlike many wireless communications services providers that do not own the wireless network infrastructure over which they provide services, Aeris owns and operates the only wireless network infrastructure built exclusively for machines, making it uniquely designed to deliver optimized M2M communications to billions of devices.

Qualcomm acquires DesignArt Networks

USA: Qualcomm has acquired DesignArt Networks, a company of small cell modem and system design for cellular base stations and high-speed wireless backhaul infrastructure. DesignArt offers system-on-chip (SoC) and software products that enable the design of indoor and outdoor small cell base stations and remote radio heads, which allow operators to expand the data capacity of their networks in a simple and cost-effective manner. DesignArt's technology also offers integrated line-of-sight and non-line-of-sight wireless backhaul to reduce the cost of outdoor small cell deployments. With this acquisition, Qualcomm adds the DesignArt LTE and backhaul solutions to its existing portfolio of small cell base station technologies and complementary Wi-Fi, Ethernet and passive optical networking (PON) connectivity solutions.

Market Research

Global Internet of Things & M2M Communications market to scale $290.0 billion by 2017

USA: According to a new market research report "Internet of Things (IoT) & Machine-To-Machine (M2M) Communication Market - Advanced Technologies, Future Cities & Adoption Trends, Roadmaps & Worldwide Forecasts (2012 - 2017)", published by MarketsandMarkets , the Internet of Things (IoT) & Machine-To-Machine (M2M) Communications Market is expected to reach $290.0 billionby 2017 at a CAGR of 30.1% from 2012 to 2017. Companies such as Alcatel-Lucent S.A. (France), AT&T, Inc. (U.S.), Cisco Systems, Inc. (U.S), Intel Corporation (U.S.), IBM Corporation (U.S),Huawei (China), and Gemalto NV (Netherlands) are key market players.

Global cellular M2M market to reach US$2.76 billion says GIA

USA: According to report on Cellular M2M markets from Global Industry Analysts (GIA), the global market for Cellular M2M Modules is projected to reach US$2.76 billion, primarily driven by expanding applications of Cellular M2M Communications, and strong support from Governments across the globe. Robust demand from developing markets, particularly Asia-Pacific, also bodes well for the future of this market.

With the introduction of advanced network technologies, traditional mobile networks, which have been for long predominantly used for voice communications by enabling mobile phone users to make/receive phone calls, have been transformed into an intriguing communications medium, capable of supporting even non-voice data traffic generated by mobile phones, such as text/media messaging, GPS Navigation, real-time multimedia and a host of web-based applications and services.

Cellular M2M connections to scale 2.5 billion by 2020 says Strategy Analytics

USA: A new Strategy Analytics M2M Strategies report "Global M2M Connections Market Forecast & Analysis", forecasts that cellular M2M connections will grow from 277 million in 2012 to 2.5 billion by 2020. A combination of factors, including global connectivity platforms, efforts at standardization, cloud computing and regulatory initiatives will help contribute to an excess of 30% CAGR growth between now and 2020.

mHealth is a key driver in the world's developed and developing regions, through growth in both dedicated devices and mobile handsets. Smart metering and telematics are gaining traction in markets such as China, where the "Internet of Things" has been highlighted as a key technology initiative. M2M will also play a key role in smart cities, as increasing urbanization sees major updates to infrastructure, providing a significant lift to smart energy, transportation and automation among others.

UK: Over 5 Million homes will have smart systems by 2017

UK: Strategy Analytics forecasts that nearly 13 percent of broadband homes in the UK will have at least one smart home system by 2017. Growing awareness of energy management solutions, and a desire for remote-enabled entertainment controls and availability of smart appliances from companies such as Indesit and Bosch Siemens, will drive the bulk of households that adopt smart home systems and services in the UK, according to the latest Strategy Analytics Smart Home Strategies (SHS) research, "Smart Home Systems and Services Forecast: UK." In partnership with AlertMe, British Gas recently launched its Remote Heating Control solution, and First Utility is working with US energy efficiency and software company, Opower, to bring its "my:energy home energy management service" to UK consumers.

Bluetooth and Zigbee to compete closely in the connected home and wireless sensors market

USA: ABI Research's report Bluetooth and 802.15.4 Wireless Sensor Networks Research Services" suggests that Bluetooth Smart and ZigBee will compete in a number of new and emerging markets that require low power wireless connections and interoperability with other devices. Key battlegrounds include connected home devices (remote controls, TVs, STBs, etc.) and wireless sensors (medical, health, sports, home automation, etc.).

When analyzing these markets holistically there will be competition between Bluetooth Smart and ZigBee but when delving deeper into the markets it is clear that there are specific sections that will be more suited to one technology or the other.

IMS Research: 100 million embedded SIMs to be shipped for use in cellular M2M communications in 2016

According to the IMS Research's report "Smart Cards in M2M – World – 2012," approaching 100 million embedded SIMs are forecast to be shipped for use in cellular machine-to-machine (M2M) communications in 2016.

M2M INDIA 2012

•Automotive •Telecom •Logistics •Telematics

30th November

TELEMATICS INDIA 2012

•Vehicle Tracking •Fleet Management
•Navigation Technologies

29th- 30th November

The Lalit Ashok Bangalore
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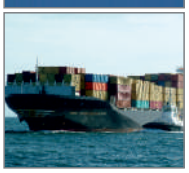
Expected Participants

Private Sectors

- Telematics Products, services & solution providers
- Automotive Companies
- Logistics Companies
- Telecom
- Logistics/Supply Chain
- IT solution providers
- Consulting Companies etc



Government Sectors

- Transport Departments & State Transport Corporations
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