

Introduction: Open Web Platform and Automotive

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Why This Workshop?

- Motivation: Open Web Platform moving from PC to “devices”
 - Mobile
 - TV
- Automotive next



Web Advantages

- Overcome Fragmentation
 - Cross OS
 - No native code for different app stores on mobile
 - No platform specific coding for TV
 - Cross device
 - Mobile+tablet easy: motivation for Financial Times (now no more iphone App, Web only)
 - Video on TV, tablet etc. for TV
- More developers, less costly to develop
- Apply to automotive



W3C

- Leading the Web to its Full Potential
- Directed by Web inventor Tim Berners-Lee since 1994
- Standards: HTML5, XML, SOAP, RDF, VoiceXML, ...
- “One Web”: Desktop, Mobile, TV, Automotive (?), ...
- Consortium with 385 members
 - Whole Web ecosystem: Browsers, IT, ...
 - Ever expanding: Mobile companies, TV companies, ...
 - Next: Automotive companies?



New Platform - New Requirements

- Mobile: Smaller screen size, Geolocation, device APIs, ...
- TV: Content protection, Video streaming
- Automotive: Context awareness, Vehicle APIs, Tactile input/output, ...
- Workshop goal: complete list for automotive



Workshop Working Rules

- Talks
 - 20 minutes talk
 - 10 minutes questions
 - Mix questions and talk
- Conclusion discussion at end of each day



Agenda Day 1

- Topics
 - Safety, situational awareness, mitigating driver distraction
 - Multiple displays and integration with phone or tablet(s)
 - Vehicle APIs and Security
- Invited talk: Audi (OEM perspective)
- Talks: QNX, Harman, ACCESS, Ericsson, Gemalto, LGE, BMW, Intel, AKQA
- Closing session: What have we learned?



Agenda Day 2

- Topics
 - HMI, speech, multimodal, HUD, spatial audio,
 - Cloud-based services
 - M2M
 - Research perspectives
- Invited Talk: Market Trends - Strategy Analytics
- Talks: Vodafone, KDDI, Visteon, KIT, Renault, DFKI, Intel, Igalia, CSC
- Decisions on Future Work, Working Groups



Right Participants

- OEMs: Audi, BMW, Honda, Hyundai, Renault, Mitsubishi, Volkswagen, Toyota
- Operators: KDDI, Vodafone, Orange/France Telecom
- Solution Providers: AKQA, ACCESS, Alpine, Black Duck, Bosch, CSC, Ericsson, Gemalto, Harman, Hitachi, Intel, LGE, Magneti Marelli, Paypal, QNX, SMK, Visteon, ...
- ...
- The major players are in this room!



Workshop Goals: Technical

- What is most important?
 - Vehicle APIs
 - Context management
 - ...
- What is not a good idea?
- What is missing?



Workshop Goals: Social

- Where is consensus?
- Get to know each other
- Learn from each other



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Announcements

