

# Driving Convergence on the Web

Use the power of the Open Web Platform to meet the mobile demands of drivers and passengers.



## INDUSTRY CHALLENGE

Cars today have become an extension of our digital lives. Drivers and passengers demand experiences they've come to expect at home or at work. The pressure is on to build a new roadmap that drives value for your business.

**Reduce costs and complexity with the Open Web Platform.**

## INDUSTRY STATS

More than 500 automotive and apps executives across North America identified **'complexities of cross-platform development'** as the main roadblock for in-vehicle apps.

*Telematics Update 2012*

"25% of W. Europe and U.S. consumers consider **smartphone connectivity a must-have** feature in their next vehicle."

*StrategyAnalytics (2012)*

# THE OPEN WEB PLATFORM

## HTML



Helps reduce costs and complexity by replacing multiple proprietary approaches with a simplified global solution. Build, beam, or broadcast Web applications to people in cars using smartphones or embedded solutions – the choice is yours. Then deliver products and services to enhance the journey to really set your business apart.

### THE OPEN WEB PLATFORM IS TRANSFORMING INDUSTRY

#### Give your customers...

- > New safety options
- > Rich media connectivity
- > Real-time alerts for road conditions, parking, system maintenance, and more.

#### Put you in the driver's seat to:

- > innovate and monetize new products and services.
- > forge new partnership opportunities.
- > get to market faster.
- > reduce development costs
- > establish a foundation for sustainable growth.

### OWP AREAS FOR GROWTH RELATED TO AUTO

- > Web APIs and vehicle data
- > Reducing driver distraction and improving safety
- > Location-based services, shopping, and customer engagement
- > Enhanced driving experiences and situational awareness
- > Apps for car interactions and vehicle APIs
- > Integrating home, work, and travel

“HTML5 is the most obvious choice to build interoperability between your car and mobile.

– Andy Gryc, QNX

**BE A PART OF THE CONVERSATION. JOIN W3C.**

Help shape the Open Web Platform for automotive and drive innovation for your business. [w3.org/join](http://w3.org/join)