Enhanced Driving: Connected Car solutions

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210 million of connected car systems will operate globally by 2016, according to a study by ABI Research. This number includes all kind of connected solutions, from factory-installed and aftermarket solutions to embedded systems applicable to any vehicle such as OnStar.

The market is growing as consumers realize that Connected Car solutions offer a wide variety of benefits that aimed at improving the efficiency, safety and experience inside the car, thus enhancing the driving experience. It seems there is a shift from regular driving to the enhance driving provided by connected cars.

The social vehicle

The safety of the driver is paramount on these solutions, as we commented in our post about eCall. However, providers do not want to stop there: companies are moving towards offering advanced infotainment services that include enabling social networking inside the vehicles.

According to a study published in January, members of Generation Y (born between 1980 and 1995) are more likely than previous generations to embrace the idea of the "connected car". The demand of in-car infotainment devices is growing: the new drivers want access to social profiles inside their cars.

If we take on account some of the announcements of this year, the power-players of the automotive industry are already including these services into their vehicles. For example, Mercedes- Benz revealed at CES 2012 its new integrated infotainment system, Mbrace2, to be implemented in 2013, that allows the driver to access Facebook, Google search, Google Street View, and use many other apps.

The apps people use every day on their smartphones are making its way into the cars. Going a step further, other manufacturers, such as Audi, are developing technologies to what they envision as the connected car of the future and that goes beyond the inclusion of apps in the dashboard: from to next gen user interfaces to innovative gesture-based controlled dashboards and HUDs.

But the future of Connected Car also includes vehicles intelligently connecting with each other, not just with people's devices. Important power players are embracing a new paradigm.

Towards an Internet of Moving Things

During his keynote at Mobile World Congress 2012, Ford Motor Company share its vision of the future of Connected Car through its Executive Chairman, Bill Ford, who called for partnership with the telcos to create a "landscape" where public and private vehicles are woven into a **connected network**. A true Internet of moving things extended to its full potential: vehicles communicate with the driver, the other cars and the city.

It seems that the Connected Car solutions will have to take the "connected" part to its maximum reach to address the consumer's needs.

VIDEO

https://m2m.telefonica.com/m2m-media/m2m-blog/item/319-enhanced-driving-connected-car-solutions

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