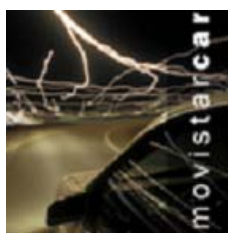


# The Connected Car

A key area at Telefónica R&D and a new growth engine for the Telefónica Group



**Our mission:** *Change the above* through providing drivers and passengers in four- and two-wheeled vehicles with **smart, useful services**, guaranteeing **always-on communications** and delivering all this **plug'n'play** in **heterogeneous devices**, from in-car systems to mobile phones.



## Connecting the Driver

**Pilar Sanz**

“Making the cell phone a useful tool when driving”

Contact: [psv@tid.es](mailto:psv@tid.es)

Supporting projects: CIP'08 QuadPlay Car

**What?** Services targeted for drivers who are at the same time cell-phone lovers.

**Why?** Drivers want real-time warnings, and this can be done on the cell phone.

**How?** Movistar Car services on basic and advanced cell phones with 2.5/3G connectivity, and 2G for eCall-compliant virtual SOS button.



## Connecting the Car

**Carolina Pinart**

“Enhancing the driving experience”

Contact: [cpg@tid.es](mailto:cpg@tid.es)

Supporting projects:



**What?** Smart, very usable, navigation-centric, always-on services on the move.

**Why?** Drivers and passengers want to enjoy just any service in the car.

**How?** An attractive service portfolio on top of the Telefónica In-Car Box, a software framework for managing always-on, OSGi and advanced interfacing.



## Connecting the Roads

**Carolina Pinart**

“Placing smart hot spots on the road”

Contact: [cpg@tid.es](mailto:cpg@tid.es)

Supporting projects:



**What?** Internet access and Real-time Traffic Information (RTI) on the road.

**Why?** Users and road managers demand Internet access and RTI.

**How?** Road network infrastructure for vehicle-to-roadside communications.