

Q&As for the Tokyo Connected Car Forum (CCF) Event

How will the Tokyo meeting be structured?

In order to facilitate these discussions, the Tokyo meeting is organised around:

- A **review of telematics services deployment**, including the global context as well as a focus on the Japanese and Korean landscape;
- An **overview of mobile network technology** evolution and trends, both with a global context as well as focus on the Asian situation.

These informational presentations will then be followed by a series of **operator presentations**, proposing potential areas for cross-industry collaboration.

Why should I attend the Tokyo meeting?

The Tokyo CCF meeting will provide a unique opportunity to discuss across automakers and operators those topics which go beyond commercial relationships and look at the broader ecosystem.

- **Improve knowledge** ~ By learning about network operator's plans for new technologies and services
- **Reduce costs** ~ Through the use of reprogrammable SIMs to reduce parts complexity
- **Overcome challenges** ~ In partnership with the network operators
- **New opportunities** ~ Building on the operators' capabilities beyond simple connectivity

What is expected of my participation in the Tokyo meeting?

You are welcome to participate as an observer but we would like to encourage your direct participation in terms of identifying problematic cross-industry areas and the opportunities to work together.

In addition, automakers are encouraged to provide insight into their requirements from the network operators; what are your main frustrations, what more could the operators do to support your services, how can the industries work closer together etc.

Who will be participating in the Tokyo meeting?

Registration is currently open for the Tokyo meeting so we do not have a final participation data; however, we have invited:

- Leading **automakers** from Japan and Korea
- Leading **mobile network operators** from Japan, Korea, Malaysia, Taiwan and Philippines

As an example, participants to the Global Connected Car Forum include:

- **MNOs**: Business development, embedded mobile specialists, and technical experts from Orange, NTT Docomo, KPN, Telenor, Telefonica, Vodafone, AT&T, Telecom Italia, Bell Canada, Telstra
- **OEMs**: Product planners, telematics, innovation and technical experts from Toyota, Nissan, Audi, Hyundai, BMW, GM, Renault, Jaguar Land Rover, Peugeot

Further participants from the ecosystem (eg Tier 1 suppliers, TSPs etc) may be included at a later date, depending upon the specific topics being discussed.

What is the type of content discussed at the meeting?

The discussions at the meeting will focus on:

- **Telematics Service Deployment:** services deployed, technology utilised, business models, consumer service costs, smartphone integration and tethering options, current and future challenges, geographic differences in deployment and Asian specificity;
- **Network cellular technology evolution:** current network deployments, spectrum strategy, implications of 2G switch off, expected LTE deployments (characteristics and timetables), current global activities on the remote management of operator credentials for embedded SIMs, etc.
- **Potential initiative topics for discussion:** Protecting security and privacy of Connected Cars, fostering the development of new in-vehicle applications and services, cross-industry cooperation areas for the development of the future connected vehicle.

With regards to the potential initiative topics, during lunch, we will conduct a brainstorming session for participants, in order to ensure that we focus on the most interesting priorities for the participants.

As an example, the global Connected Car Forum discussions are currently addressing **Apps Development**: an area where both industries can learn from one another. Possible work items include development of common interface layers, common applications manager, and dual connectivity options.

What is the overall objective of the Connected Car Forum?

The overall objective of the global Connected Car Forum is to launch at least two cross-industry initiatives of international relevance, which will help to improve the overall deployment of telematics services. These initiatives can target either current operative deployment problems, as well as more strategic issues for the deployment of new services.

What is the status of the activities of the global Connected Car Forum?

The Connected Forum is now in the stage of forming working groups on common joint initiative topics. These first global working groups are being launched in September 2011.

The future global Connected Car Forum meetings are to be held on the following dates:

- 26/09/11 (London)
- 28/11/11 (location TBC)
- 07/02/12 (location TBC)

Additional regional Connected Car Forums?

In addition to the Tokyo event, the Connected Car Forum is planning a series of regional workshops:

- Chinese Connected Car Forum meeting December 2011, in conjunction with the Telematics@China Tour event in Shanghai.
- North American Connected Car Forum. The location and date of this meeting are still being determined.

If I participate in a regional event can I follow the global Connected Car Forum activities and events?

We invite all interested participants from the regional events to participate directly in the global Connected Car Forum activities. Webex will also be offered to facilitate remote participation whenever possible.

Who organises the Connected Car Forum?

This forum is organised by GSMA, the global association of mobile network operators, and SBD, a leading research and consulting firm specialised in automotive telematics. It responds to the explicit expressed needs of both industries to foster future telematics service development.

Where can I obtain further Information on the Connected Car Forum?

Please contact Francesca Forestieri (+39-333-273-6084 fforestieri@gsm.org) or Poonam Kara (+447595217025 pkara@gsm.org) for further details.