

A BLUEPRINT FOR CONNECTED MOBILITY:  
UNITING THE AUTOMOTIVE AND  
TELECOM WORLDS

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## THE VISION: THE NEXT FRONTIER OF IoT

The Era of the Software-Defined Vehicle Has Begun

- This is the ultimate mobile IoT device: a high-performance computer on wheels, enabling a safer and more intelligent mobility experience.

## THE CHALLENGE: THE ARCHITECTURAL GAP

### The Automotive Vision Has Outpaced Connectivity Architecture

- A fundamental gap exists between the dynamic needs of vehicles and the static design of current networks.



## SDV: A NEW DEFINITION OF THE VEHICLE

### Two Fundamental Shifts Enabled by Connectivity

- The Evolving Vehicle: Continuously improving via OTA updates (new constellations, preventative maintenance, etc.).
- The Adaptive Vehicle: Delivering configurable services and dynamic responses via V2X.

# AECC: A STRATEGIC ALLIANCE

## AECC: A Cross-Industry Alliance for Future Mobility

- Automotive, cloud, and telecom leaders united.
- Our mission: Solve automotive big data challenges and advance network infrastructure for the Software-Defined Vehicle.

# LEVERAGING GLOBAL STANDARDS FOR BUSINESS AGILITY

## Built on a Foundation of IoT Standards

- GSMA SGP.32 (eSIM for IoT): The global standard for IoT-native connectivity, enabling flexible manufacturing.
- CAMARA: Offering a common framework for accessing network capabilities.

## KDDI'S ROLE IN THE ECOSYSTEM

### De-risking Global Deployment via Our Platform

- Proven Scale: 39M+ connected vehicles across 84 countries/regions\*.
- Radical Simplicity: A "single pane of glass" for your entire global fleet.
- Guaranteed Performance: End-to-end support for mission-critical services.



## THE BLUEPRINT VALIDATED

### The Blueprint: An Architecture Co-Defined with Our Partners

- A vehicle seamlessly transitioned from a local 5G network to the public 5G/LTE.
- The Result: Flawless, Zero-Interruption Handover.
- This real-world test proves our architecture for seamless mobility is viable.

## ECOSYSTEM-WIDE VALUE CREATION

### A Collaborative Model for Mutual Benefit

- Benefits for Automakers: Simpler supply chains, faster service deployment.
- Benefits for Consumers: A reliable "always-on" experience, faster feature access.



# A STRATEGIC FRAMEWORK FOR INNOVATION

## Our Innovation Framework

- GSMA: The standards backbone
- AECC: The strategic roadmap
- KDDI: The operational powerhouse

## THE PATH FORWARD

The Future of Mobility Must Be Built Collaboratively

- Explore the PoC Results at the GSMA Pavilion [Hall 4 Stand 4F30].
- For a deeper strategic discussion, join our mobility experts at the main KDDI Booth.
- Engage the AECC to Shape the Future.

THANK YOU!