

Press Release

Mobile World Congress 2016: secure software updates over the air for the connected car

- ATS Advanced Telematic Systems debuts its SOTA solution for automotive manufacturers and mobility providers based on open standards
- ATS cooperates with GENIVI, an alliance of leading automotive OEMs and suppliers, to bring OTA updates to vehicles
- ATS and Acer BYOC jointly develop cloud-based services for connected vehicles

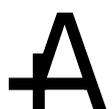
Berlin/Barcelona 18.02.2016 – In connected cars, over-the-air updates are rapidly becoming a mandatory feature, whether for critical bug fixes, scheduled updates, or new service offerings. ATS Advanced Telematic Systems, a software technology company from Berlin, presents its newly developed, open-standards-based software solution OTA Plus at the Mobile World Congress in Barcelona.

+++ ATS at the Mobile World Congress: Hall 1 / 1G50 (Acer booth) +++

Computers on four wheels require regular software updates

Today, modern cars are packed with dozens of electronic control units (ECUs), sensors, and millions of lines of computer code—more than in some airplanes. In order to keep such a complex system running and error free, updates of the software are necessary. These updates are usually carried out at the car dealership, which is time consuming and inconveniences the vehicle owner. For the carmaker, in-person software updates are costly, especially in case of software-related recalls. Additionally, automakers expect that being able to keep the software constantly up to date will reduce regular maintenance costs.

“Securely managing and deploying critical software updates or new software features to a large number of connected vehicles requires a robust and highly scalable Software Over the Air update solution. ATS tackles this ever-growing need with its state-of-the-art OTA Plus platform, which not only reduces maintenance costs and increases customer satisfaction, but also makes it possible to securely offer new features to connected vehicles already in the field,” said Armin G. Schmidt, CEO of ATS.



Growing customer demands and new business cases for OEMs

In addition to technical requirements, consumer demands are also growing: today, car owners expect the latest features of their smartphone on the head unit of their car. To meet these demands, cars will need regular software updates beyond critical bug fixes. Some manufacturers, like the e-car pioneer Tesla, have now started offering paid upgrades that can be “unlocked” by a software update. In the near future, the head unit of connected cars will become a direct marketing channel to sell features and services, enabling completely new business models for OEMs.

Carmakers and suppliers support development of key technology for connected cars

In order to carry out planned software updates—or unplanned critical bug fixes—over-the-air updates are becoming a mandatory feature for connected cars. In addition, consumers expect smartphone-like mobile entertainment features in their dashboard. Furthermore, the head unit of connected cars will soon become a direct marketing channel for OEMs. To serve all these needs, over-the-air software updates will be mandatory.

ATS Advanced Telematic Systems, a technology company from Berlin with branches in Taipei and Tokyo, presents OTA Plus, its newly developed, open-standards-based software solution for over-the-air updates in connected vehicles at the Mobile World Congress in Barcelona.

OTA Plus is based on the open source solution GENIVI SOTA, which was commissioned by GENIVI and developed by ATS. GENIVI is a non-profit industry alliance of leading automotive OEMs and suppliers, which is committed to driving the broad adoption of open standards in in-vehicle infotainment software. Among the members of GENIVI are the car makers BMW and Jaguar Land Rover, as well as leading suppliers, such as Bosch and Continental. OTA Plus is a complete suite for data transfer, data management, secure transmission, validation, and deployment of software updates remotely to a fleet of vehicles. The solution consists of a server and a client component, which have been optimized with regards to speed, security and scalability. OTA Plus is compliant with GENIVI's standards and can integrate easily and efficiently with existing or new software platforms.

ATS and Acer jointly develop cloud-based services for connected vehicles

ATS Advanced Telematic Systems and Acer BYOC jointly develop cloud-based solutions for connected mobility. In Barcelona, ATS will demonstrate its latest innovations, including an open-standards-based software suite for over-the-air updates (OTA Plus) aboard its concept car, which is presented at the booth of Acer (**Hall 1 / 1G50**).

“ATS Advanced Telematic Systems is a strong partner to develop successful cloud integrations for the automotive industry. BYOC empowers the cloud products of ATS, offering the best solutions for European and Japanese customers,” said Maverick Shih, President of Acer BYOC Business Group.



About ATS Advanced Telematic Systems

ATS is a software technology company providing data-driven business solutions to develop and manage ecosystems around connected cars. The company provides innovative ideas and ready-to-deploy, open-standards-based solutions to OEMs, Tier 1s, and service providers. Headquartered in Berlin, ATS operates regional hubs in Tokyo and Taipei.



Connected innovation aboard: Arrange an individual presentation in the ATS Advanced Telematic Systems demo car

<http://www.advancedtelematic.com>

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