

What is SDL?



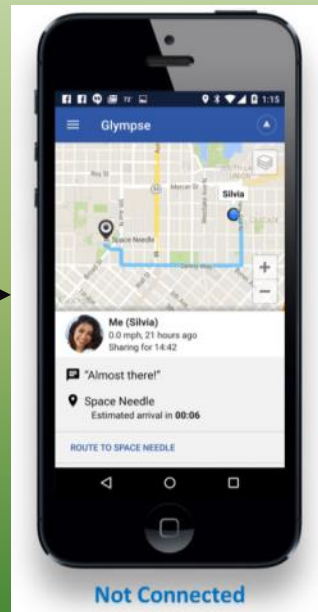
sdl

The Basics

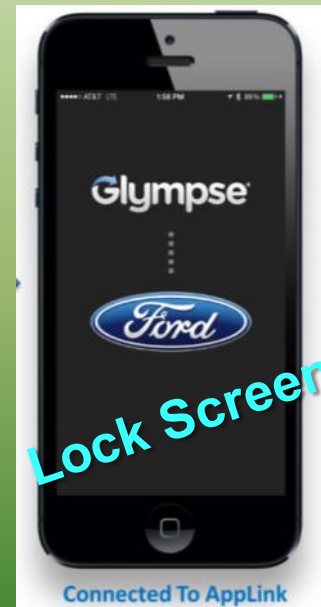


Head Unit Contains SDL Core

(No Third Party App Code in Head Unit)



Not Connected



Connected To AppLink

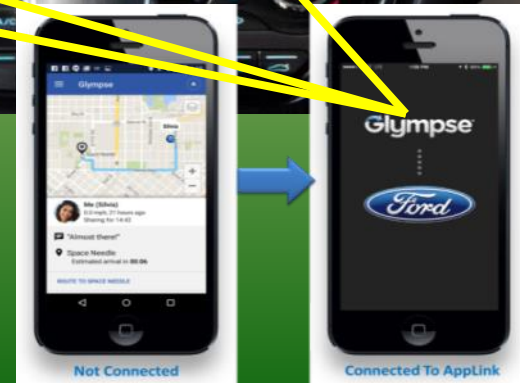
SDL Proxy in Application
Communicates with
Head Unit



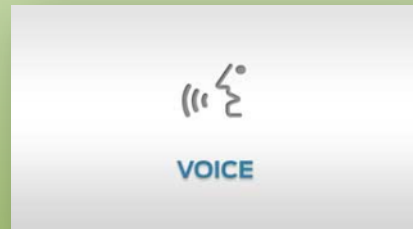


SDL allows driver's to keep their hands on the wheel and their eyes on the road by **locking** the screen of a mobile device and **transferring** controls to the vehicle interface (HMI).

Drivers perform the app commands that they already know by using dash mounted buttons, knobs, touch screens, steering wheel buttons...and of course, voice command



Compatible with All Trims



**Competitor Solutions Exclude Millions of Vehicles
Due to Large Display, Processing Power, and
Memory Requirements**



SmartDeviceLink (SDL)



sdl



QNX Microsoft
Android Linux
...or Others

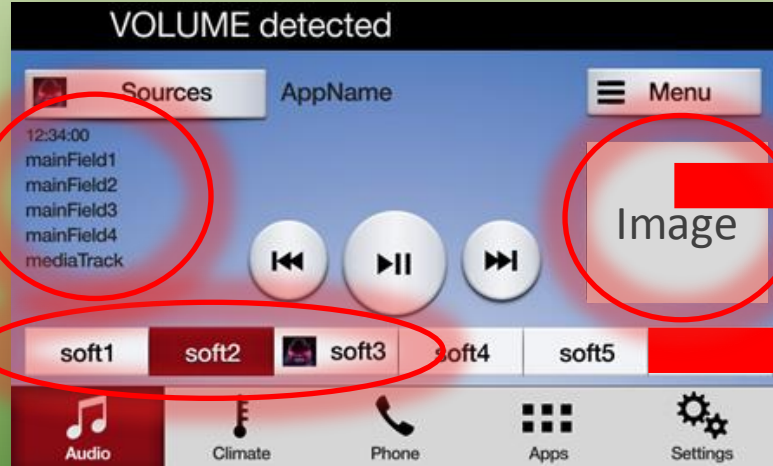
iOS Android
Any Future OS That Gains Scale

OS Agnostic



sdl

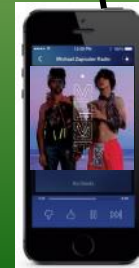
Template Driven HMI



No Third Party Code in Head Units

Apps Send Text and Images via Bluetooth

Apps Subscribe to Buttons & Voice Command



What is SDLC?



sdl

DIAMOND MEMBERS



PLATINUM MEMBERS





MEMBER COMPANIES

GOLD MEMBERS



Kawasaki



dentsu



ONKYO

TELENAV

IAUTO.COM

PSA
GROUPE

clarion



DENSO



SILVER MEMBERS



Centralized Resources

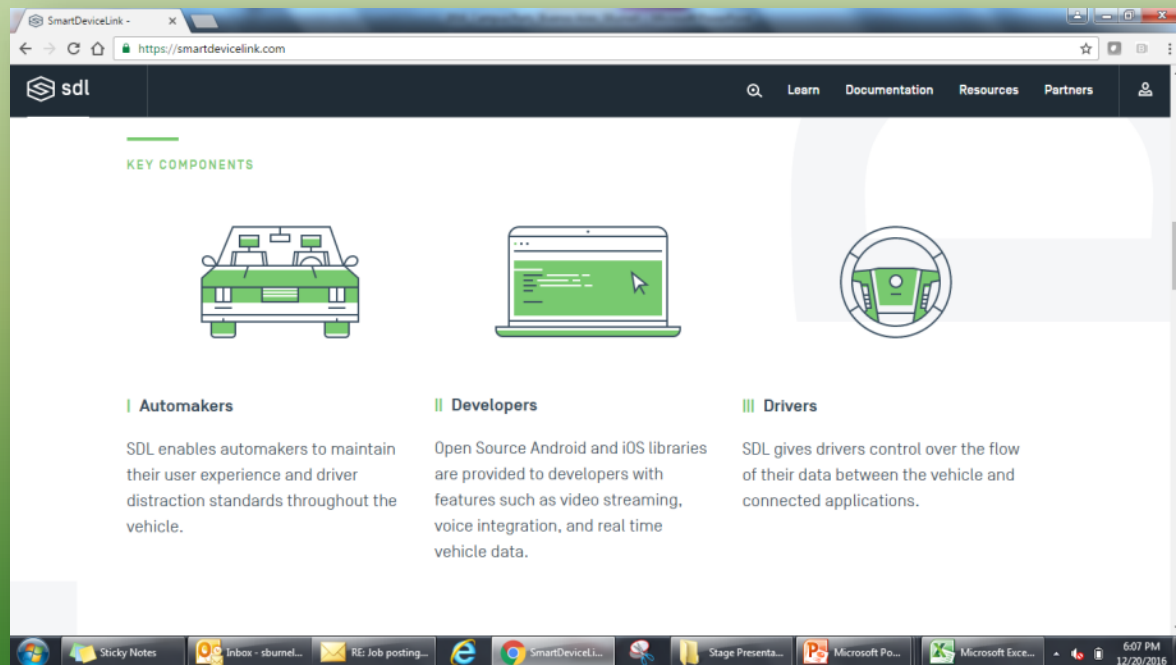
SDL Core Implementation
Guidelines

SDL Server Documentation

Unique AppID Generation

iOS & Android SDKs

Developer Support



SmartDeviceLink.com



Interactive Ecosystem

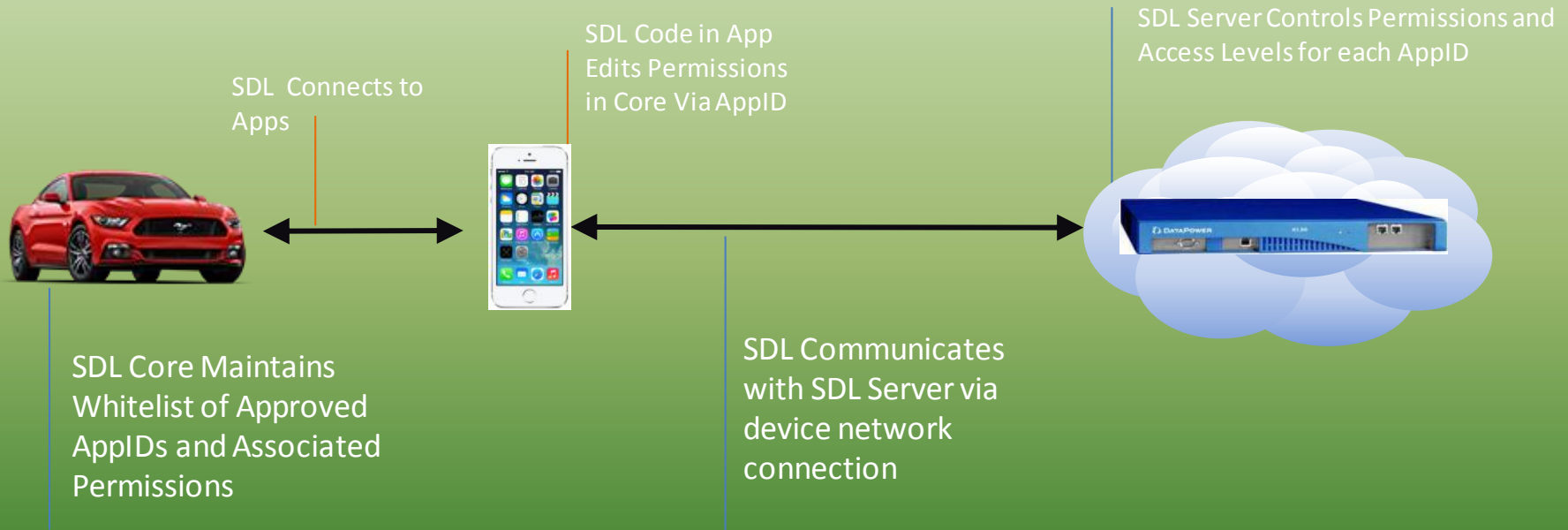
SDL Site Acts as Central Hub
for All Activities

Members Can Create Branded
Sites to Provide Support
for Unique Components
Such as

- Vehicle Data Access
- Policies Administration
- HMI
- App Approval Criteria



Policy Administration



Individual OEM Maintained SDL Server Ensures Proper Accessibility and Permission Levels for Every Vehicle



SDLC Product highlights

- 5 Proxy Releases
- 2 Core Releases
- SHAID Release
- Production-ready Policy Server Release
- Manticore Release (emulator and UX)
- Developer Portal Enhancements

2017 HIGHLIGHTS

PROPOSALS SUBMITTED BY

4

DIFFERENT
SDLC MEMBERS
& PROJECT
MAINTAINER

56

ACCEPTED
PROPOSALS
AS OF 9/1/17

29

IMPLEMENTED
PROPOSALS
AS OF 9/1/17

CONTRIBUTED BY 5 SDLC MEMBERS
AND PROJECT MAINTAINER

What's Next?



Send Location to Nav



**Send POI or Route Data from App to
Embedded Navigation**

SDL Remote Control



Allow Control of Infotainment
Functionality Such as

Tuner

HVAC

...and More by an Approved
Application

Mobile Navigation



Mobile Navigation App Projected on Display

Why SDL as Linking Technology?



sdl

Beamed-In & Built-In

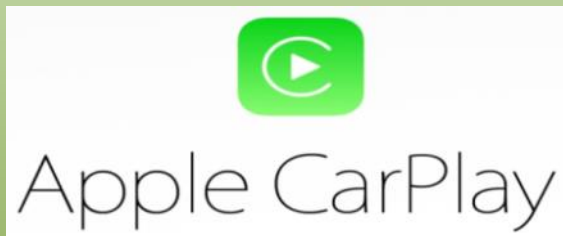
- Beamed In: Scale/cost advantages when content is broadcast one to many.
- Built-In/Embedded Modems: Leveraged for highly secure, OEM proprietary functions such as vehicle wake up, vehicle controls, over-the-air updates, V2X, A/V functions, etc.



The Case for Brought-In

- Complement built-in and beamed-in products & services
- Leverages latest phone and wireless carrier technology
- Provides familiar/powerful UX, accessible outside of the vehicle
- Fast to market, low engineering effort and avoids TCU HW cost
- Killer interface for many use cases including music apps, integration to embedded navigation, video streaming, etc.

Third Party Solutions



Silicon Valley leaders have launched attractive/competitive offerings.
Why establish an automotive alternative?

The Case for an Automotive Standard

- Maintain OEM brand DNA, consistent with automotive experience
- Enables direct acquisition of vehicle/customer data for analytics
- Enables the automotive industry to direct access to customers and associated monetization opportunities without paying a “toll”
- Enables automotive industry to control which apps have access to vehicle
- Enables a proprietary automotive standard/platform to offer products and services for which the automotive industry is the SME
- Offers customer's product/service choice in a changing environment



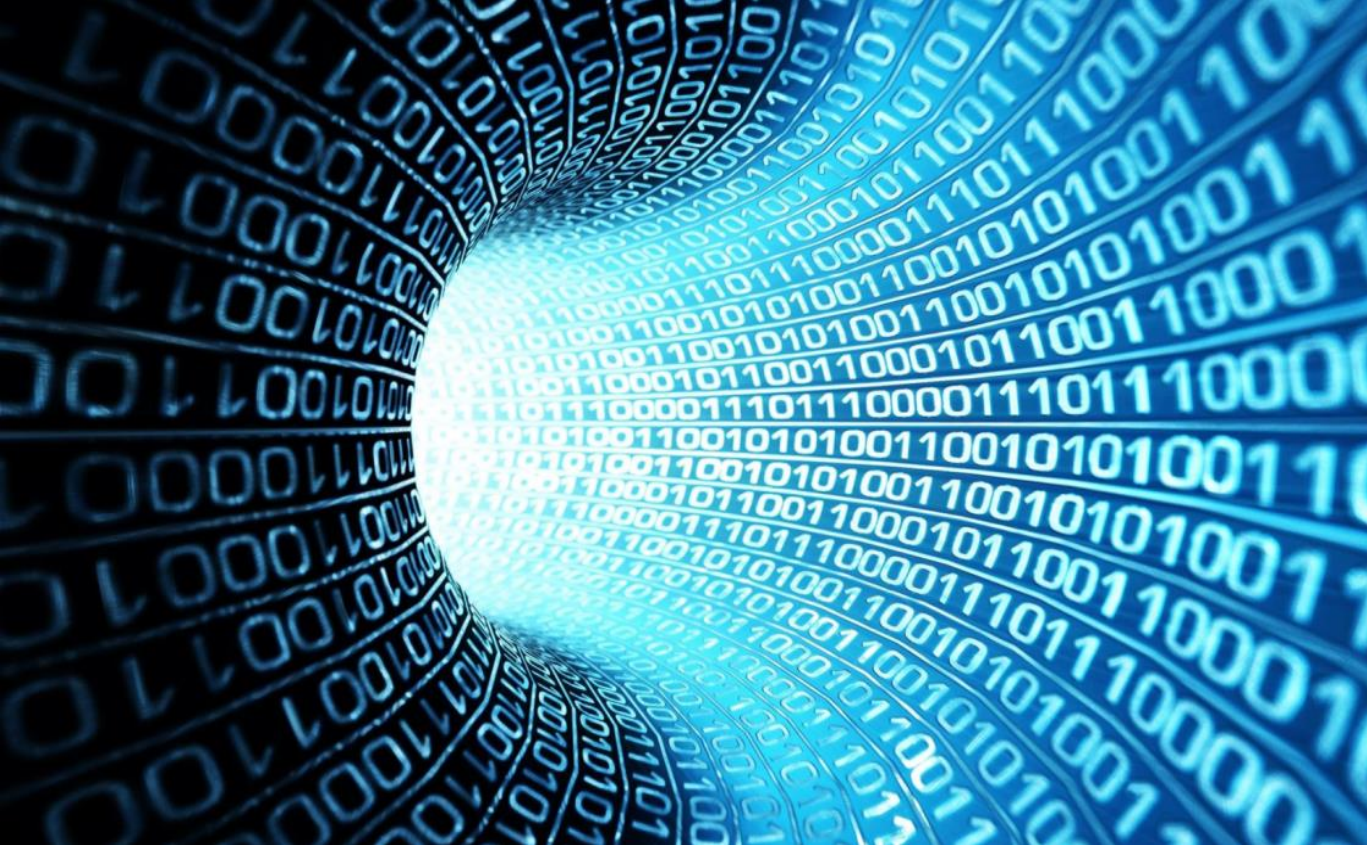
Monetization Opportunities



Leveraging Android Auto and CarPlay vendor extensions, is like setting up your CVS store right behind a Rite Aid and requiring your customers to walk through the Rite Aid Store before entering CVS.

Why would we do that, and why would we be willing to pay a toll to do so?

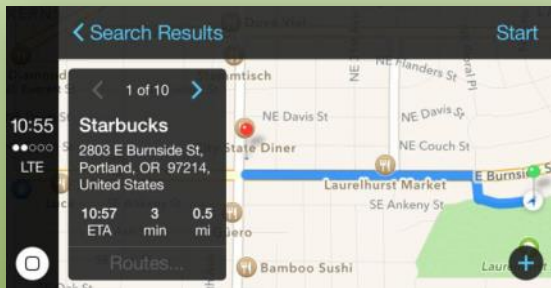
Vehicle Data Administration



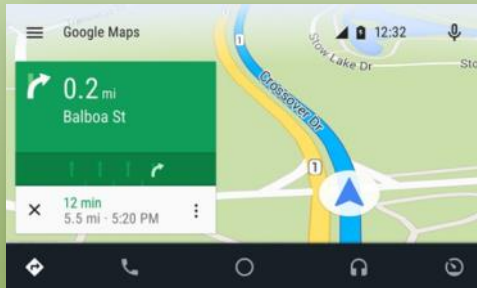
SDL Enables Each OEM
to Build Custom Vehicle
Data Practices

OEMs Decide What
Data to Make Available
and Who is Allowed
Access

In-Vehicle Content Control



**CarPlay Only Allows
Apple Maps, Siri**



**Android Auto Only Allows
Google Maps , Google Now**



**SDL Allows Enablement of
Any Mobile Nav or Voice
Solutions**



Hi, I'm Cortana.



SDL places content governance in the hands of each member. Apps are approved or restricted by each individual OEM for their vehicles



OEMs Retain HMI Branding



Established App Ecosystem



**20,000 Developers Engaged with SDL
Online, at Hackathons, and Conferences**



Established App Ecosystem

**Over 100
Apps
Already
Compatible**



Automotive has Needed Scale

88 Million



Combined Vehicle Sales

231 Million



Apple iPhone

320 Million



Samsung S Series

2015 Global Sales



The Case for SmartDeviceLink & SDLC

- o/s, developer and product & service agnostic
- Proven linking architecture
- Proven Open Source strategy
- Largest Developer Network in the World
- SDLC automotive support/volume to compete

Here to stay – Come Join Us!!



sdl