### Description

Many new cars being produced today are connected to the internet over cellular networks. In fact, analysts predict that 90% of vehicles will be fitted with such embedded telematics by 2020\(^1\).

Driven Computing provides a single API for developers building apps that work across many different auto manufacturers.

### Why?

Remote automotive telematics can:
- Enhance fleet management
- Optimize power grid utilization (SmartGrid)
- Spur innovation in the Internet of Things
- Enhance emergency complicating new app development.

### Solution – Driven API

![Diagram of Driven API](Diagram)

- **IoT Devices**
- **Insurance & Emergency Services**
- **Location Services**
- **EV Smart Charging**
- **Endless Possibilities**

![Application](Application)

- **Data Storage and Caching**
- **End User Vehicle Auth**
- **Auto Maker’s API**
- **After-Market Device API**
- **Vehicle Simulator**

### Roadmap

- Add support for more auto makers (Hyundai, Nissan, Ford) and after market devices (Moj.io)
- Start community forum for connected car developers to promote the field
- End user permission management
- Vehicle simulator
- Data storage & caching
- Pre-release security improvements

### Future Considerations

- Auto makers want to keep control of car connectivity and may block our efforts as we grow
- Significant revenue opportunity from large fleet management and IoT apps
- Consider working closely with electric utilities on SmartGrid services
- Investigate developing an SDK to make it easier to connect your phone to your car

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Reference 1: SBD, February 2012