

TrumanMobile.com



The Future of Mobile Technology:

Familiar Challenges



Truman Mobile

- Full Windows 2000© OS
- DVD, MP3, Audio, Video, WiFi, Cellular Internet, GPS, Engine Diagnostics, XM Radio and any compatible hardware/software.
- Programmable Remote, Wireless Keyboard and optional Touch Screen input devices.
- Custom Interface for easy navigation for the driver.
- VIA 1.2 GHz processor
 - Low energy consumption
 - High tolerance to heat and cold
 - 12v DC Power
- VGA, S-video or composite video outputs.





Current State of Automotive Computing

- Most computing functions in the automobile are handled by proprietary systems.
- OBDII Engine Interface offers some diagnostic feedback and PC and Palm Platforms have been developed.
- The Automotive industry currently takes 18 to 36 months to deploy new technology. The PC Industry takes approximately six months.
- Different car manufacturers require completely different systems to interface with.
- Aftermarket Automotive Audio, Video and Multimedia Manufacturers are beginning to offer interfaces to their devices due to the boom in portable electronics sales.
- PCs, Add-on Components and Peripherals are not widely offered with an option for 12v DC Power.



The Future of Automotive Computing

- Auto manufacturers will need to eventually create open systems and input ports and let PC hardware, software and component developers focus on application development.
- The dashboard will eventually become a display similar to a monitor instead of a dials and digital LEDs. Projection and screen enhancements will allow the windshield to also display information, allowing the driver's field of vision to always remain on the road. Drivers and passengers will be able to customize their display functions as well as color schemes and display options.
- Connectivity to the car and seamless integration of WiFi, Cellular and PCS data services, OnStar and GPS functions will allow for new technologies, business models and markets to emerge.
- The Car OS will become a reality similar to Windows, Mac or Palm and new products will be developed to address specific needs and niche markets.
- All computer manufacturers will offer their products with more input ports and 12v DC power options.
- Integrated communication, displays, controls, devices and services will allow the driver to have a safer driving environment. Mobile phone calls will automatically be transferred to the car system when it detects the phone is in the car, along with other forms of media.
- Convergence of home entertainment, networking, PC and communications will make a roaming digital profile that travels with us and our devices automatically.
- Microsoft and General Motors will eventually retract all past statements and finally get along.



New Market Challenges

- The early adopter is being frustrated by not being able to combine functionality and control of car-based computer functions with PC-based computing functions.
- Auto manufacturers' bundling of products is losing them money and suppressing development of open-architecture products that can perform multiple technology functions.
- PC hardware and software developers have not yet started to think beyond the keyboard and mouse to develop input devices and software that is practical in the car environment.
- Auto companies are taking half-steps towards embracing customer needs by offering outlets, fold-down seats and other options for laptop use.
- Auto manufacturers are refocusing on building cars and not other components. Evidence of this lies in partnerships that have been formed between car brands and audio brands.



Where the Silicon Meets the Road

- The “Big Six” will eventually release control of computer systems within the car and open it up to smaller, more agile companies that will help the market evolve.
- Although this is new to the automotive industry, similar progressions in other industries such as computing, telecommunications and others provide hope that, in time, this too will change.
- The end result will be:
 - More useful transportation
 - Ubiquitous access to all types of data
 - Integrated communications
 - More satisfying driver and passenger experience
 - Safer roads for all of us.