



OMAUTO INCUBATOR CHARTER

April 2016

Problem statement 1 – alignment of two industries



There are a series of initiatives in the automotive industry that will touch the mobile environment

- It is important for all not to waste resources by "reinventing the wheel"



There is work going on in the mobile/IoT industry that will need to interoperate with automobiles

- Use good protocols where they already exist and are deployed – create new when necessary



There are a number of one-to-one company level programs underway

- There is NOT a conversation happening at the industry-to-industry level to insure standards-based interoperability of cars with IoT



Communication needs of the automotive industry are increasing

- Yet are not being translated into mobile/IoT industry developments and harmonization

Problem statement 2 – ensure openness and interoperability



The auto industry wants to ensure openness and mobile device interoperability

- Critical to have open automotive telematics systems to avoid vendor lock-in



Automakers run the risk of becoming a "dumb device"

- with no control over user data



Operators and automakers could be forced to the sidelines

- where consumer touch, data collection and ownership are no longer future revenue sources



Existing automotive approach of proprietary implementations

- while typical in the past is no longer working



OMAuto Goals

- Establish a venue for discussion between telecom and automotive at a technical and industry level to establish **any network, any automobile** communication
- Identify select established telecom specifications to optimize for the needs of the Automotive market
- Create a path for the Automotive industry to interface with the rest of IoT via standardized enablers
- Bridge existing standards with standardization efforts in the Automotive sector
- Enable a path for automakers and operators to encourage communications interoperability across automotive and wireless industries

Medium = technical report with a set of agreed recommendations to drive future standardization work (25-50 pages)

Get agreement across participating parties as to what work needs to be done and where (which SDO) it needs to be done

Examine landscape across mobile and automotive environment

Identify areas of overlap across industry work groups (RVI, W3C, GSMA, 3GPP, OMA, Smart Device Link, Apple CarPlay and Android Auto, OCF, etc...)

Produce use cases/ examples including interaction between IoT and automobile

Publish a roadmap and proposed timeline of future work needed

Security-related issues

Enabler creation or reuse to facilitate development of enhanced services

Work needed to with additional verticals (environmental, safety, healthcare)

Deliverables publication to be public and available online

Preview charter with automotive companies and allocate initial responsibilities and volunteers

Presentati on of charter to OMA BoD
April 11

Monthly/ bi-monthly conference calls
Thursdays, 2PM GMT

Face-to-face at GENIVI meeting in Paris
April 26 – 29

Face-to-face at OMA meeting in Edinburgh
May 2-4

Intermedi ate report and timeline check –
June 23

Finalize publication of technical report
September

Promote results via public channels –
October onward



AUTOMOTIVE INDUSTRY PARTICIPANTS (NON-OMA MEMBERS) – AS OF APRIL 7

Prospect (participating in meetings)

- JLR
- Arynga
- Elektrobit

Committed

- Movimento Group
- Visteon

Incubator application: <http://openmobilealliance.org/membership/incubator-groups/>

April 7 volunteers

- OMA organization – host, organization, secretariat
- OMA members – technical input, business use cases
 - Fujitsu – API perspective
- Visteon – business use cases (ex. Vis-à-vis the dealer networks)
- Samsung – OCF specification-based technical inputs
- Alan Hameed – chairperson (interim)
- Joel Hoffmann – recruiting participation



Thank You