

Vehicle Automation



Connected



Automated



Autonomous



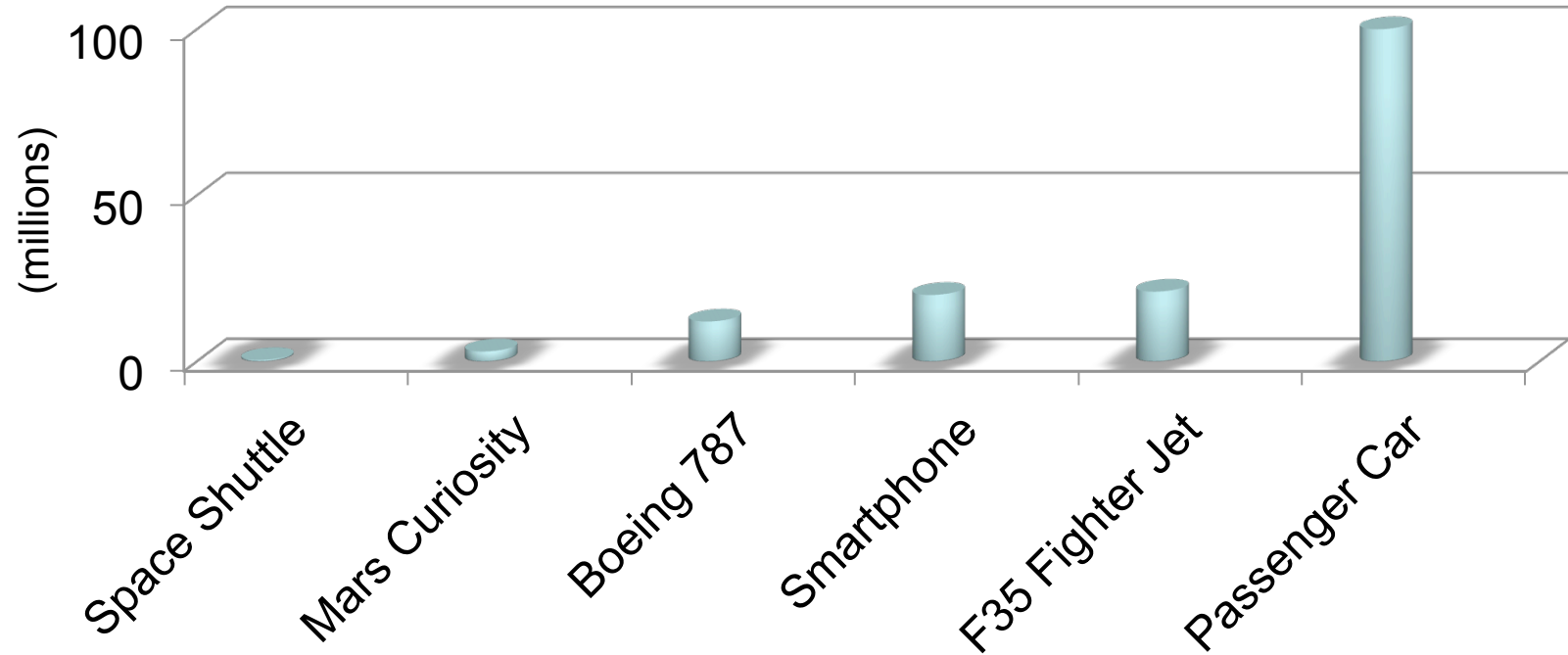
Webinar | 2014-12



UNIVERSITY OF
WATERLOO

WatCAR 
driving innovation

Lines of Code



Connected Vehicle Software Applications

- Driver assistance
- Well-being
- Safety
- Vehicle management
- Entertainment
- Mobility management

Source: statista.com



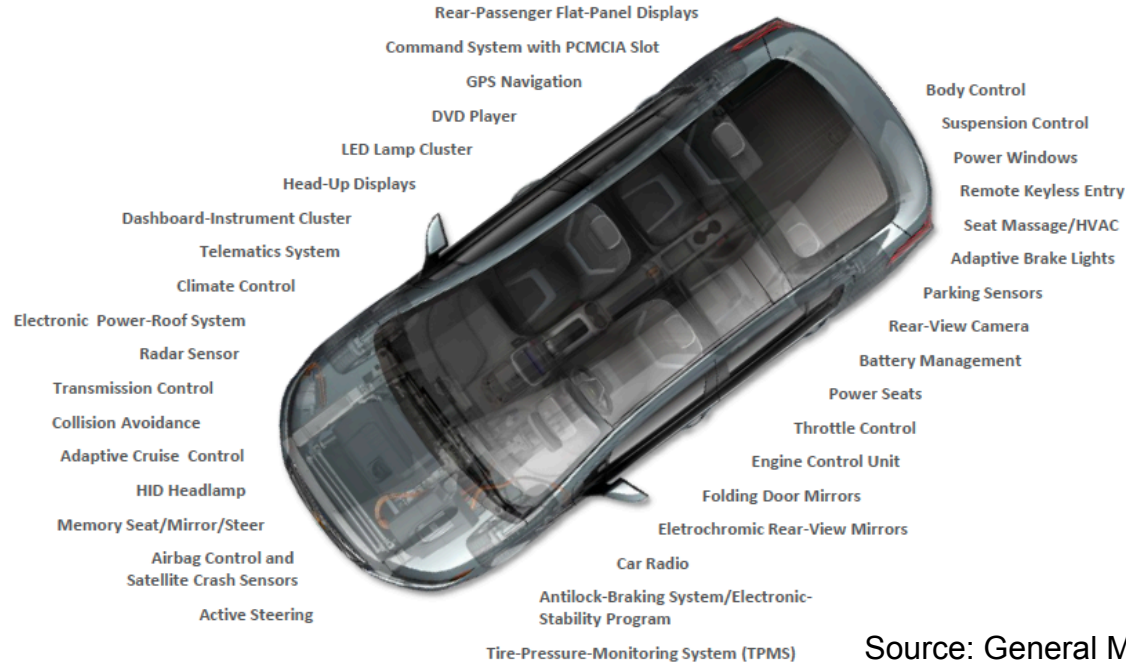
Webinar | 2014-12



UNIVERSITY OF
WATERLOO

WatCAR 
driving innovation

Vehicle Sensors & Electronics



Source: General Motors

Vehicle Connectivity

Convergence of ICT in the Passenger Cabin

- Driven by consumer demand
 - Vehicle as a conduit
- Evolution of urban mobility
 - Car Sharing, Taxis, Parking



Vehicle Connectivity

Achieved with on-board real-time internet access functioning through embedded software systems

- Advanced driver assistance systems (ADAS)
- Enhanced passenger infotainment options



Connected Vehicle / Automated Vehicle Technical Committee

Meets monthly via conference call

- Bowen Tritter, Chair

Interested to join the CVAV Technical Committee?
Email ross.mckenzie@uwaterloo.ca for details.



Webinar | 2014-12



UNIVERSITY OF
WATERLOO

WatCAR 
driving innovation

Vehicle Connectivity

Gary Silberg of KPMG notes;

“Autonomous vehicles are only part of the story. The convergence of consumer and automotive technologies and the rise of mobility services are transforming the automotive industry and the way we live our lives.”

Source: KPMG ‘Me, my car, my life . . . in the ultraconnected age’ report



Webinar | 2014-12



UNIVERSITY OF
WATERLOO

WatCAR 
driving innovation

Connected Vehicle Demonstrator

- Technology integration at Waterloo
- 13 Canadian companies
- BlackBerry QNX Car 2.1 operating system



Website: [APMA Connected Vehicle Demonstrator](#)



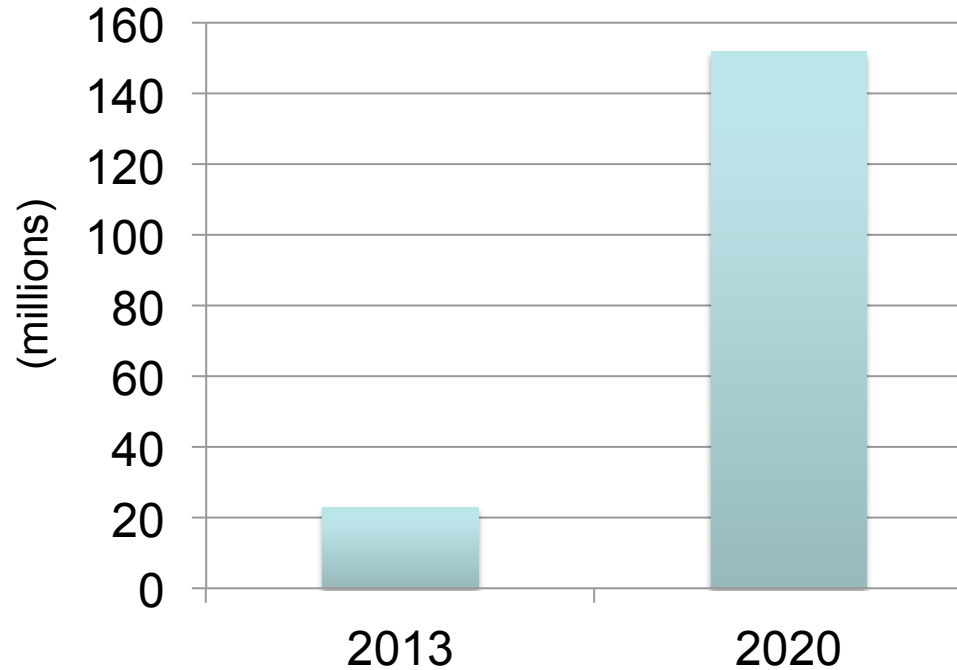
Webinar | 2014-12



UNIVERSITY OF
WATERLOO

WatCAR
driving innovation

Connected Vehicle Sales



Source: IHS Automotive



Webinar | 2014-12

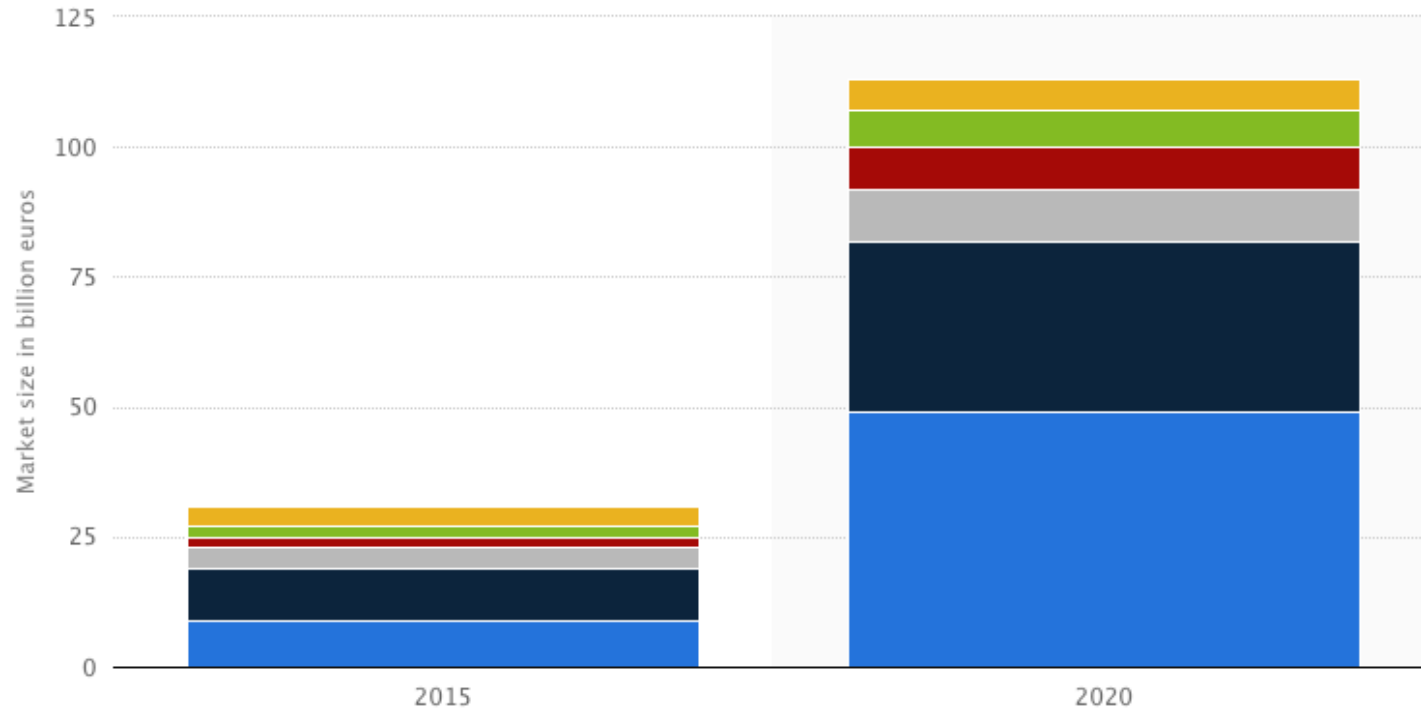


UNIVERSITY OF
WATERLOO



Size of the global connected car market in 2015 and 2020, by segment (in billion euros)

11



Source: statista.com

Driver assistance Safety Entertainment Well-being Vehicle management Mobility management



Webinar | 2014-12



UNIVERSITY OF
WATERLOO



Merci ~ Thank you

- ross.mckenzie@uwaterloo.ca
- 519-888-4032
- www.ca.linkedin.com/in/rossamckenzie/

