

THE LATEST FROM VODAFONE GERMANY | MARCH 2012

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## Vodafone drives security and the connected car



### World first at the kick-off press conference

Jan Geldmacher, Chief Commercial Officer Enterprise (see picture above), and Markus Lause, Director of Sales, Consulting & Services at Vodafone Germany (see picture bottom left), brought along an extra-large surprise: "No, it's not the iPad 3," they joked, as an oversize SIM card in Vodafone's signature red was handed to them. But a large number of journalists had gathered to see the two men unveil a world premiere of a different kind at the CeBIT kick-off press conference. Secure SIM is the first SIM card to include an integrated security program. It enables tap-proof telephony, encryption of emails and text messages and generates a digital identity akin to a virtual finger print. The first Secure SIM functionality will be available from June. This innovation underlines Vodafone's ongoing commitment to the security megatrend.



### SIM chips for all new BMW cars

A further highlight of the press conference was Geldmacher's announcement of an extensive new BMW deal. From summer 2012, Vodafone will deliver data connectivity and a corresponding service platform for all new cars from the BMW Group. "We are laying the foundation for the connected car – and paving the way for a whole new driving experience," said Geldmacher.

## “We’re setting Managing Trust in motion!”

The theme of this year’s CeBIT is Managing Trust – a good choice as it precisely captures the mood of our times. “If we’re going to switch to the cloud with you, then it has to be secure.” We hear these words time and again from our enterprise customers. Vodafone does not just have to deliver technology but trust, too. Of course, data security and the best-possible encryption of information are high on the agenda. But so is trust in our ability to provide advice and support. Our enterprise customers are bombarded with innovations – and it is growing steadily more difficult for them to assess the significance and relevance of these developments. As a result, we increasingly see ourselves as a guide and supporter, freeing up our customers so they can concentrate on their core competencies.



Jan Geldmacher, Chief Commercial Officer Enterprise at Vodafone Germany

### Vodafone’s world first for increased security

Our world premiere, Secure SIM, is also about boosting security. Working hand in hand with Giesecke & Devrient, the company that prints banknotes and passports for the German government, we have developed a true innovation. An encryption algorithm is included on the card, protecting information, including email and telephone data, – on any device. The SIM acts as a virtual safe, providing the level of security that businesses, government agencies and other organisations can trust.

### BMW trusts in our global presence

Two letters, one number – and enormous potential: M2M. Machine to machine communications is a key megatrend for us. Gartner analysts predict that by 2020, there will be 50 billion connected machines. In fact, already experts have forecast revenues of around 9 billion dollars in the M2M space for next year. Diverse applications in the automotive sector are a key part of this trend: cars that communicate with other cars or with the traffic and transport infrastructure – and deliver unlimited connectivity to their passengers. BMW is benefiting from Vodafone’s international experience which we are bringing to bear in the new SIM chip project for all new BMW cars.

## In-car apps: what we can expect from the connected car.

Professor Stefan Bratzel is head of the Center of Automotive at the University of Applied Sciences (FHDW) in Bergisch Gladbach.



Cruising in the cloud? Cars that can communicate with traffic lights? Automotive expert Professor Stefan Bratzel on the opportunities and risks of the connected car.

**Professor Bratzel, the world is becoming ever more connected. And cars and traffic systems are no exception. What role will the car play in the future?**

It will remain incredibly important. But it will become safer and a host of diverse infotainment offerings will find their way onto our roads. The automotive industry will adopt many of the key IT trends in the next 10 to 15 years.

**Talking of security, how advanced are today's driving assistance and traffic management systems and how will they evolve in the near future?**

One example is car-to-infrastructure communications. This will make it possible for our cars to communicate with a set of traffic lights one kilometre away and set their speed in line with the light turning green. Pilot projects are already under way.

**So cars are getting more secure and more personalised? Will we be able to kit our cars out with customised apps?**

Data connections in the cloud open up a host of possibilities in terms of aligning vehicles with their drivers' preferences. For

example, a car that is familiar with my calendar can assess navigation data and the current traffic situation. If I am going to be late for a meeting, I can instruct the car to send a text message or even to find an alternative mode of transport.

**All this requires a secure interface between the driver and the car...**

That's right. The driver needs to be able to concentrate on the road so user-friendly voice control is a must. The automotive industry is making headway in this space, too.

**You carried out a study entitled: i-car - the younger generation and the connected car. What were your findings?**

We learnt that, for the younger generation, mobile phones and the Internet are more important than cars. They would be more willing to part with their vehicle than their smartphone. And that's why they are highly interested in the connected car and are prepared to spend money on value-added services. This is a great opportunity for OEMs. But a simple integrated phone charger isn't enough.



## BMW Connected Drive Safety on the road network

**The car of the future is connected in more ways than ever before.** Although it has four wheels on the road, it drives as if it's floating on clouds – in fact, it has virtual receptors in the cloud. As Klaus Draeger, BMW board member and Head of Research and Development, says: "All key safety innovations in recent decades are based on electronics and software." But compared to the breakthroughs that will shape the next generation of motor vehicles, even such pioneering developments as the automatic braking system (ABS) or the electronic stability programme (ESP) seem like technologies from another, analogue era. Here's an example: a driver making a left turn overlooks an oncoming motorbike. Fortunately the car has not. The left turn assistant reacts with a warning sound and automatically activates the brakes. That's thanks to the interaction of the navigation system, mono camera for identifying lane markings on the road and laser scanner for the space in front of the vehicle.



**Premium connections:**  
BMW limousine at the  
Vodafone stand

**Today's car has long since driven into the cloud.** In the automotive segment, the cornerstone industry of the machine age, it is common knowledge that cars are becoming part of the connected world. In addition to more efficient traffic control systems and at least partly network-based driver assistance systems, technology is moving towards greater personalisation of mobility. All data is located in the cloud, which now spans the globe. The key challenge will be to deliver the right data at the right time.

Best of all: The joy of being behind the wheel, so central to the BMW experience, is still in the hands of the driver. But what was previously a bore – for example being stuck in a twelve-kilometre long traffic jam thanks to roadworks on the motorway – can be left to the car. There's no longer any doubt that it can handle it.

# Faster responses save lives: from 2015, your car will call 112



## eCall: an EU initiative for emergency calls

First responders and paramedics call it the golden hour – the minutes that follow a serious accident. If the emergency services are notified early enough, the chances of a positive outcome are much better. However, if a car runs off the road on a dark country lane, there are often no witnesses – which can have disastrous consequences for unconscious or trapped drivers and passengers.

A new EU initiative, part of the organisation's digital agenda, is designed to change this. From 2015, the automatic emergency alert system, eCall, will be mandatory for all new vehicles in the EU and several other countries. The idea: sensors respond to a collision or airbag being activated and an integrated SIM card automatically raises the alarm

by calling 112. The nearest emergency services not only receive notification of the accident but are informed of the condition of the car and its exact location. According to EU estimates, eCall can cut the time it takes to reach injured parties in urban regions by around 40 per cent. In rural areas, this figure rises to 50 per cent.

Vodafone is supporting its partners with the roll-out of eCall by delivering extensive SIM card expertise. In particular, our skills and experience in operating 70 mobile phone networks around the world stand us in excellent stead. After all, almost every fifth mobile on the planet is registered in a Vodafone network.

# A great start, great innovations and great interest!



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**Deadline for content**  
5 March 2012, 6pm

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