

A large, stylized green chevron graphic pointing to the right, composed of two parallel lines that taper towards the right. The text "High performance. Delivered." is centered within the chevron.

High performance. Delivered.

Connected Vehicle: The Future is Now!

Welcome.

There's a whole world in a car that is the same as in when you are not in a car. We are used to social networking, when the biggest thing happening is not social networking but a shift computing on mobile and nomadic devices, where the driver is not only a driver but a perfectly connected individual.

Evolution within the technology market has seen an enormous shift, starting from heavy and user-unfriendly technology to a growing control over technology, until the day

you manage to keep technology in our hands and our pockets, and through it we got connected. This is why the connected vehicle market is literally exploding.

With a growth of over 90 percent between 2005 and 2010 and an estimated growth of 455 percent in the future, we are so used to considering the device as the only medium and as the only way to access all of its applications—gaming industry, service providers, advertising networks, social networks, content providers and telecoms—that we can barely imagine the potentials of a car as a

medium. Imagine instead that the car will be the medium.

We can't just ignore the mobile digital revolution, its mobility being the front line of social networks, its mobility being the queen for most of media and entertainment industry strategies and productions. The new infotainment systems are working on this concrete dream.

With the new wave of digital devices and in-car focused emphasized systems, the car could become the appetent headquarters for the mobile user—a fully equipped media center. And a

moment comes when you must take
your choice; are you a follower, or
way beyond?