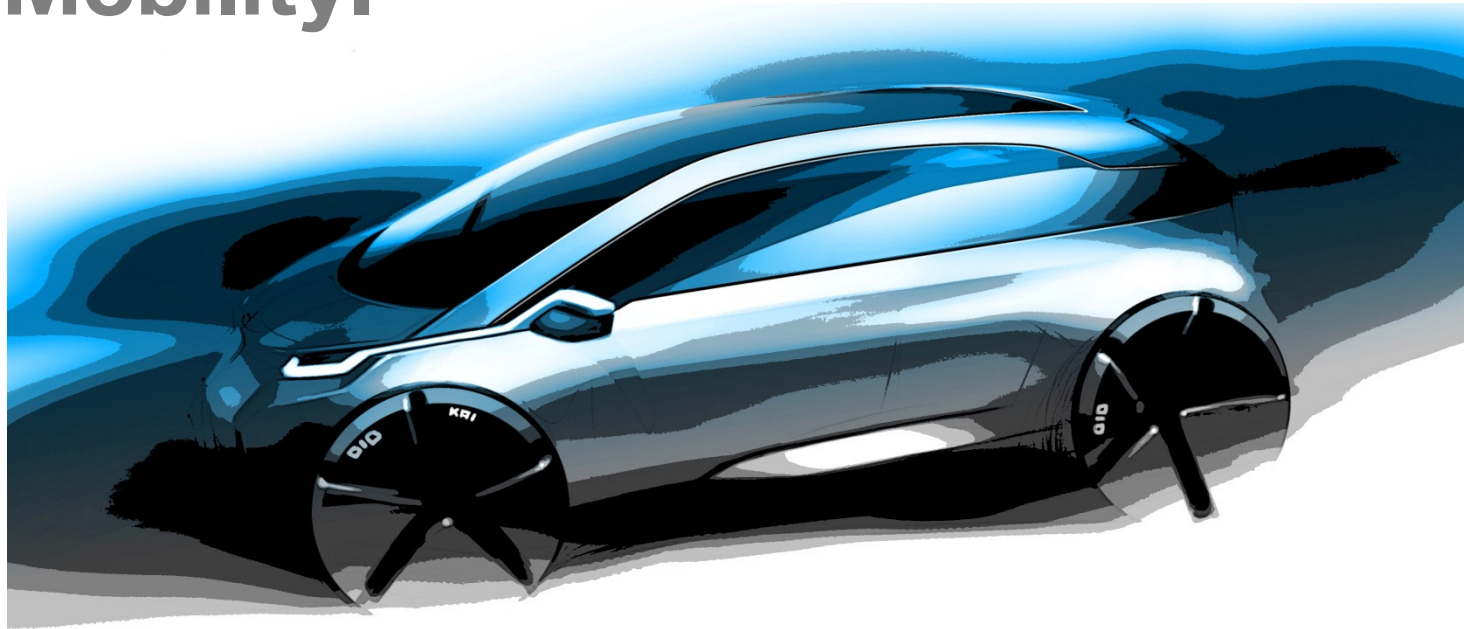


Software Engineering for the Next Generation Automotive. Connected Services for Individual Mobility.

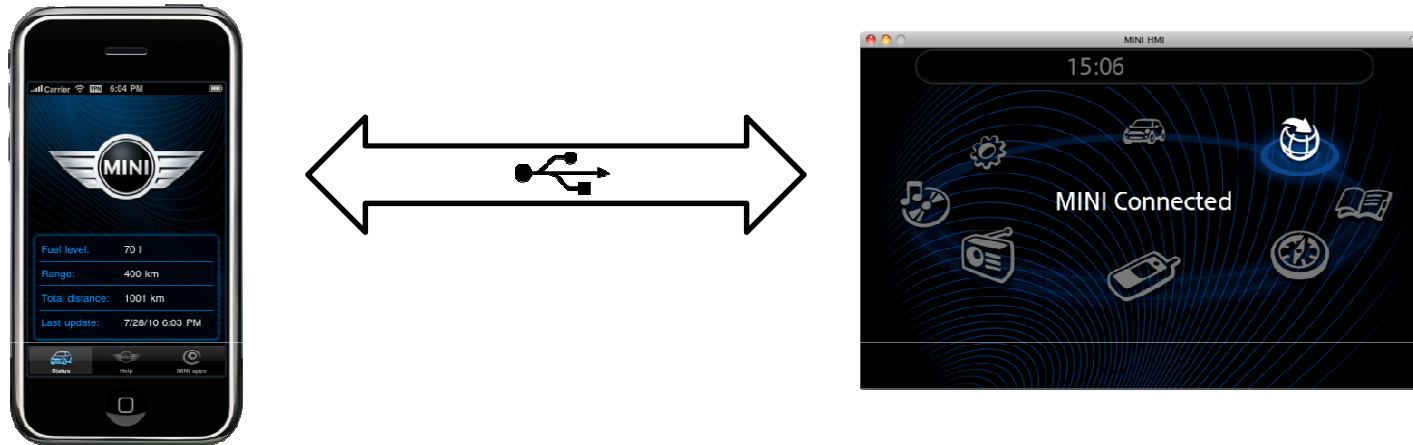


Thomas Stauner, 2011-07-21

BMW Group



Connected Services Today. Example. “Applications for Automotive”.



iPhone is connected to the vehicle via USB.

Applications on the iPhone can be operated via the vehicle's user interface and can access vehicle data..

Connected Services Today. Example. “Applications for Automotive”.

FACEBOOK & TWITTER.
Facebook, Twitter. Access to your social network while your in your MINI. Stay in contact and get the actual network news from your community. MINI Connected...

WEBRADIO.
Listen to Web-Radio stations in your MINI. The whole world of online radio entertainment in your MINI.

MINIMALISM ANALYSER.
Enables recording of driving data and subsequent analysis concerning economical driving, fuel saving etc. via I-Phone. Additional it provides the driver with „fuel saving advices“ (e.g. Shiftpoint).

MISSION CONTROL.
MINI-typical entertainment system which provides the driver with situation depending status information in addition to the conventional information e.g. fuel, seat heating, Engine temp, seatbelts...

NEWS.
Current news in your MINI available and displayed on the screen anytime you want. MINI is always up to date.

GOOGLE LOCAL SEARCH.
Location based area search. Whether you are looking for Pizza or cinema, with MINI Connected you find everything, everywhere, anytime.

DYNAMIC MUSIC.
Interactive music which depends on the actual driving condition. The Music is modified by the driving dynamics to underline the dynamic driving impression in a positive kind of way.

GOOGLE SEND TO CAR.
Pre-define navigation targets and send them to your navigation system from everywhere you want.

RSS

ON AIR PANDORA

Google UK

Google UK

* Full function set available in Q4/2010.

„MINI Connected is the Start of a Revolution“
“Thanks to a tailor-made "app" the iPhone acts as a
bridge between car and Internet ("MINI
Connected").”

I'm waiting to buy a 2011 until Mini Connected is available in the US.

MINI CONNECTED

Das erste echte Internet-Auto

12. August 2010 21:27 Uhr, Jörg Heinrich

Der iMini hat nicht nur Twitter und Facebook. Er meldet sich, wenn getankt werden muss.

Outlook: Cooperative Road Users, Transportation and Infrastructure.

<no images in this version>

Outlook: Connected Services Support in the Driving Task.

<no images in this version>