



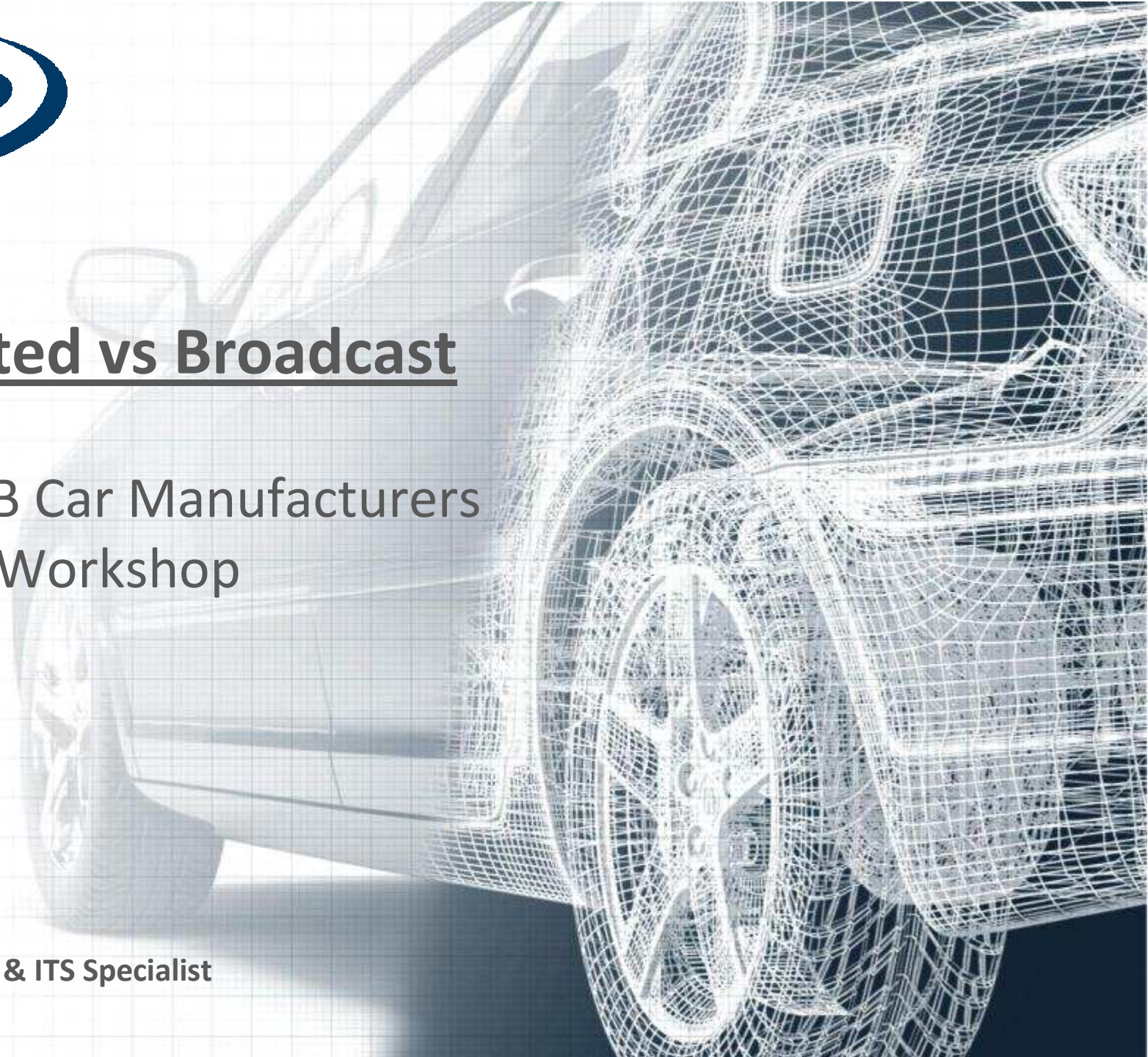
# Connected vs Broadcast

## WorldDMB Car Manufacturers Workshop

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**Communication**  
with the car is becoming  
more viable



Embedded  
GSM

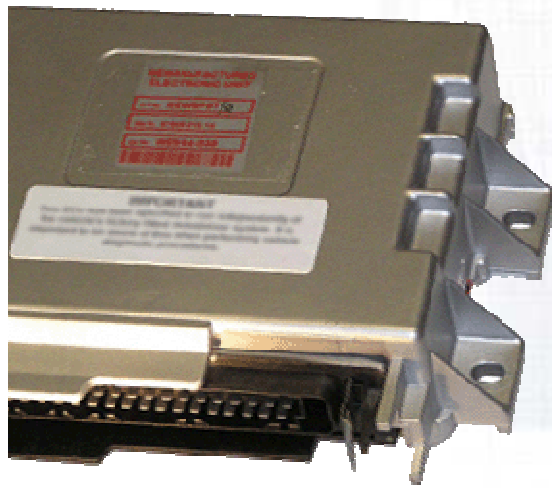
Bluetooth-  
link

DAB  
Broadcast



## Option 1: Embedded GSM

Necessary for **car-centric**  
services...



...But expensive for  
**driver information**  
services



## Option 2: Bluetooth link

**Low-cost** solution for 2-way connectivity...

...But **inconvenient** for certain types of services





Option 3: DAB broadcast

**Cost-efficient** delivery channel  
for information services...



...But still no  
**pan-European coverage**



In the end, it will be a **mixture of approaches** that will be used for different services on different vehicles



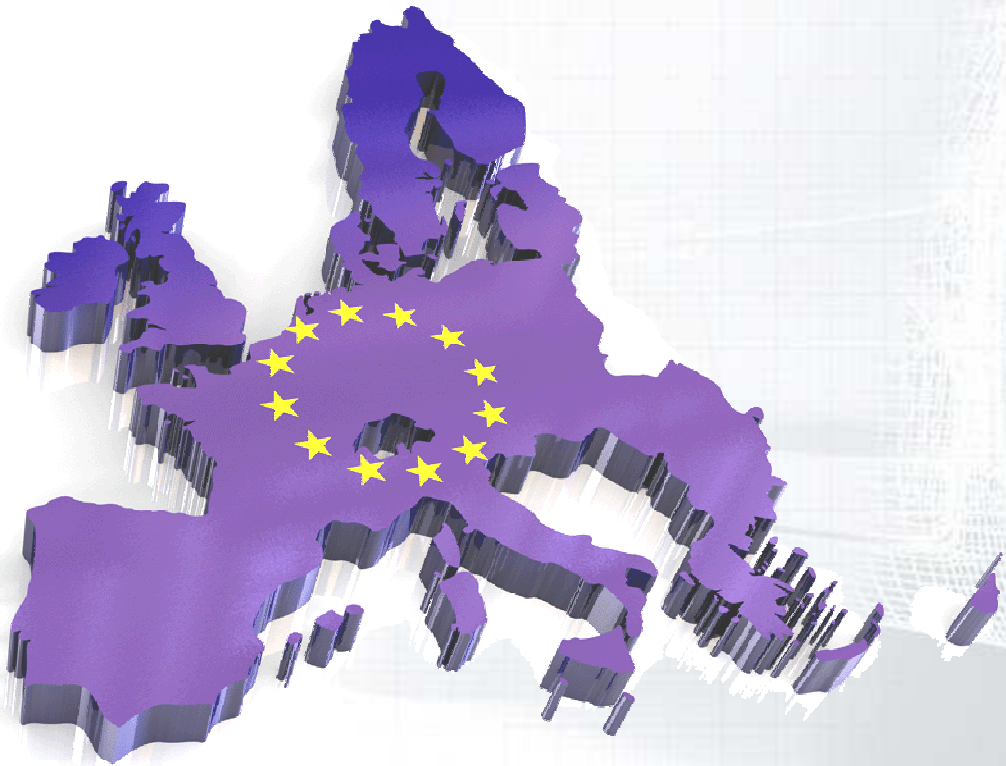


**TPEG** could be a key part of ensuring  
success for **DAB in the car**

**But...**



Pan-European  
coverage is **vital**







**Short-term costs** must be lowered  
to ensure **long-term success**



**What else does the  
automotive industry need from  
broadcasters in order to adopt DAB  
on a mass-market scale?**



About SBD



Bridging the **gap** between the  
**automotive** industry  
and the **consumer** world

# About SBD



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