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Mecel makes Mobile MultiMedia manageable

The automotive industry is moving into the information society with a speed that few could predict even five years ago. Some key enabling technologies that originates from neighbouring markets like Telecom, Computers, and Media, will be in focus over the coming years. Mecel intend to be leaders in adapting these technologies for automotive use and in creating value and safety for users by offering intelligent software products. In fact, **Mecel aims at becoming the worlds #1 supplier of automotive software.**

Today, we want to highlight five enablers that we have in our portfolio:

- **The open computing platform**
- **Bluetooth**
- **WAP**
- **MP3**
- **Telematics**

Together, these technologies provide us with almost unlimited possibilities to build a Mobile MultiMedia system capable of delivering all the information and entertainment services we can envision today. The introduction of such services must however be properly managed since safety always will have the highest priority.

Mecel will use its long experience from the automotive environment to provide high-performing software solutions for Mobile MultiMedia to the mobile user in a way that also enhances road safety.

The open computing platform will be integrated into every vehicle in the future.

Open, meaning that it will be possible for the vehicle manufacturer as well as for third party developers to increase the functionality of the vehicle by adding updated or brand new software designed to run on this standard platform (JAVA or WinCE/AutoPC) at a later stage. This means that you will be able to purchase or lease functions like navigation, information services, new media players, new languages and other new features once you want them !

WAP (Wireless Application Protocol) is a standard, developed and supported by the telecom industry, that enables access to internet type information and services even while on the move. It forces the service provider to concentrate on actual user needs because of terminal and bandwidth limitations. GSM, SMS and future mobile communication standards is the basis for information exchange between the car and the infrastructure.

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We can already in our concept vehicles show examples of how the WAP-browser in combination with our Telematics platform is used to provide traffic information, on-line bookings, e-mail and other services.

With SmartPhones as the primary lead market, the range of WAP-service offerings will increase dramatically over the next years.

Bluetooth, is a standard for wireless short range communication developed and supported by the telecom and computer industry. Bluetooth enables users to buy new portable devices, “plug” them into the vehicle system, and access them safely through an automotive user interface.

MP3, is the “hottest” music storage format today. With more than ten times compression, a single CD containing MP3 music can entertain you through the longest journey. Behind the corner, other compression techniques will enable both audio and video to be downloaded and used for entertainment and educational purposes.

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