HARMAN SPARK allows any vehicle to instantly become a smart and connected one

A recent research study conducted by Statista projected that only 16.1% of vehicles across the globe will be connected by 2020. Therefore, a huge opportunity exists to provide aftermarket devices to connect the remaining 80% of vehicles without connectivity.

HARMAN Spark, offered exclusively through AT&T, is a new aftermarket telematics device that turns just about any car, from 1996 onwards, into a state-of-the-art connected car. It plugs into the OBD-II port and enables media connectivity, vehicle tracking, vehicle diagnostics, and real-time enterprise analytics applications. The device is accompanied with a corresponding mobile application and web portal. Service is offered over WiFi and LTE back-haul, enabling better and faster connectivity for drivers and passengers.

Advanced technology for delivering smart and connected driving experiences

The HARMAN Spark enables consumers to enjoy fast connectivity and streaming media via the embedded WiFi hotspot at 4G/LTE speeds. With the built-in GPS and other sensors, users can easily track the location of their vehicle and monitor performance and driving statistics, using the companion mobile application on their smart phone.

Small and Medium size businesses can proactively monitor the vehicle health and diagnostic data to increase productivity. They can use driver behavior analytics to improve driver safety and reduce insurance premiums. Businesses can also reduce their operational costs by intelligently placing HARMAN Spark in all of their vehicles and monitoring them in real-time on a single screen.

Key Benefits

- Enables remote asset management, proactive and preventive maintenance, remote diagnostics, live vehicle tracking, geo-fencing, driver behavior analysis and much more.
- Can help to decrease insurance premiums, fleet administration and vehicle maintenance costs for small businesses.
- AT&T can offer exceptional customer service through an automotive end-to-end solution enabling connectivity and smart applications.

Product Specifications

- High performance quad core Qualcomm processor
- Bluetooth 4.1 (Low Energy)
- 3G/4G/LTE
- USB, Ethernet
- WiFi (802.11 b/g/n) 2.4 GHz with Hotspot
- GPS, A-GPS
- Accelerometer/Gyroscope
- OBD-II or CAN Interface Full suite of OBD-II Protocols
- Low Idle Current
- Battery Back-Up
- CAN Security
- Certifications: FCC, PTCRB
- Secure Over-The-Air updates
- Mobile application for consumers
- Consumer and enterprise service portal

www.harman.com

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### Features and Benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Simple to use</td>
<td>To obtain connectivity, the user needs to simply plug in the HARMAN Spark device, download and install the app and drive the vehicle for activating the device.</td>
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<td>Convenient software updates</td>
<td>Users do not need to visit an AT&amp;T store or an authorized dealer whenever there is a software update. Firmware updates, software updates, and data collection is done Over-The-Air (OTA).</td>
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| In-vehicle Wi-Fi hotspot       | • Enables browsing and streaming of multimedia for multiple screens.  
                                | • Connects up to 8 devices to the built-in Wi-Fi hotspot. |
| Virtual Mechanic               | • Improves fleet health with vehicle function monitoring, controlling and vehicle status or maintenance alerts.  
                                | • Proactively identifies issues and transmits notifications such as idle time, misuse of vehicles, inappropriate driver behavior, potential pilferage, delays, inefficient travel between stops, poor fuel economy practices and more. |
| Emergency Crash Assistance     | • When accidents occur, the app notifies the user’s emergency contacts and generates crash reports too.  
                                | • HARMAN Spark can also send accident severity data, images, reports and location to an Emergency Response Center. |
| Driver Score Card              | • Monitors driver behavior and provides contextual recommendations to make driving safe and smart.  
                                | • Sends relevant real-time alerts/notifications on vehicle health, location, status, hard braking and aggressive driver behavior. |
| WatchIt                        | Let the user if his/her car is bumped, towed or moved when he/she is not around. Helps authorities locate it if stolen |
| Geofences                      | • Provides ease of mind even when someone else (i.e., teenage son or daughter) is driving the car  
                                | • Set and save boundaries and send alerts to the vehicle owner upon entry and exit of a geofence. |
| Roadside Assistance Service    | • Allows Roadside Assistance Service providers to provide a wide range of services (flat tire, bad battery, etc.).  
                                | • Payment for service allowed in the app itself.  
                                | • The user can also track the operator’s progress in moving toward his/her location. |
| Parking Reservations           | • Users can find a parking spot beforehand, reserve, pay and even extend the booking within the app.  
                                | • If they decide not to use the reserved parking spot, they can cancel it from the app too. |

### Partner with an industry expert

HARMAN International is a wholly-owned subsidiary of Samsung Electronics Co., Ltd. focused on connected technologies for automotive, consumer and enterprise markets.

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

Visit our website at www.HARMANSpark.com