

CLOUD-BASED DRIVER PROFILE SERVICE



Porting driver personal settings from car to car

As vehicle connectivity options continue to expand, so does the ability to have custom settings specific to your preferences. Furthermore, as new car ownership models become available such as car and ride sharing services, it will become more important than ever before to leverage a cloud-based driver profile service to apply a consumer's personalized settings to any vehicle they drive.

The Cloud-based Driver Profile service based on the HARMAN Ignite platform allows drivers to create an account for this service. Drivers can save information including options for setting the temperature, seat and mirror positioning, favorite radio presets, infotainment applications and other more personal items. It syncs all of your personal settings to the cloud, thus enabling a driver to 'log in' to a car and transfer all settings before driving begins. All that is needed is a mobile application and login credentials to maintain the account.

When switching to a new vehicle, all that the driver must do is pair the phone with the vehicle, authorize themselves and download their driver profile via the wireless connection in the telematics system. This service is useful not only for loaner cars, but also when purchasing a new vehicle. Since not all cars have identical hardware configurations, importing the profile would allow each car to flexibly pull down the applicable settings while ignoring the rest. Once the driver is done using the vehicle, he/she can simply 'log out' and reset the vehicle thus preventing his/her information from being tampered.

With the help of cloud-based driver profile service, multiple "driver profiles" can be maintained per vehicle. Examples of personal settings that can be configured in the cloud are:

- Interior Temperature - visually shown in HVAC control screen in head unit
- Customized music services - that an individual has subscribed to, or has selected
- Favorites – displaying favorite stations or types of content
- Recent and frequent navigation destinations
- Upcoming calendar appointments

Top-line Benefits

- Offered as a subscription service - no need for huge capital investments
- Increases the adoption rate of car sharing and ride sharing models
- Offers the ability to select the driver profile from the mobile app before entering the car
- Improves the connected in-vehicle experience by leveraging a cloud profile as opposed to forcing the driver to enter settings each time they enter the vehicle

Why HARMAN?

Shortening Time-to-Market

Shorten your time from concept to delivery using our best practices, turn-key delivery models and rich talent pool.

Cross-platform

Take advantage of our experience in multiple industry verticals and leading platforms to rapidly exploit new market opportunities.

Global delivery footprint

Our skilled, talented engineers deliver solutions to companies like yours from centers throughout the world.

Solution accelerators

Get access to leading edge innovation and best practice by using our solution accelerators and global pool of partnerships.

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Features and Benefits

Framework to form and store personalized identity	<ul style="list-style-type: none">• Structured to support basic information such as basic account info, 3rd Party accounts, History (such as trip history), Favorites (stations, locations, etc.), Vehicle preferences (such as HVAC settings), Application history
Recommendation engine to enable relevant and contextual suggestions to the driver	<ul style="list-style-type: none">• Recommendation engine platform for variety of services, including audio content• Access to 3rd party recommender algorithms• Extends 3rd party recommender algorithms into the vehicle• Customer preferences and current ride information like time and destination are used to offer personalized recommendations during the ride.
Security	<ul style="list-style-type: none">• Driver information security is a vital component of this service. A driver's personal settings is secure and inaccessible by another user.• Authorization can be given via a RFID chip, voice recognition, fingerprint analysis, or simply a text password. When no longer needed, the personal information is then removed from the vehicle.
Multiple profiles	<ul style="list-style-type: none">• A driver can also have multiple profiles and use any one of the profiles that he has created for herself depending on the context and circumstances.• Once a profile is selected, all the settings associated with that profile will be applied.
Combating vehicle and identity theft	<ul style="list-style-type: none">• Protects the driver and vehicle from theft or misuse• Allows the driver to create a profile with restrictions for certain settings (such as speed) and the ability to disable other settings (such as access to personal contacts)

Partner with an industry expert

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