

OTA Updates for Map Updates

We'd like to share with you how a Japanese automotive customer of ours is making the most of a recent implementation of HARMAN OTA (Over-the-Air) update technology. I believe this unique, real-world use of our innovations may be of potential interest and value to you, too.

It's pretty much common knowledge that a car navigation service is only as good as its map content accuracy. To provide drivers with ongoing value, OEMs must deliver increasingly bandwidth-intensive map, landmark and POI (Point Of Interest) updates, an effort made even more challenging by the need to ensure that only licensed and eligible users receive these updates.

We've recently implemented a solution with a veteran Japanese automotive OEM, which greatly simplifies this task. The OEM equips select connected cars with map navigation-enabled head units, with either a single year or two years of map updates bundled with each car purchase. It additionally offers maps on a one-off sale or subscription package basis, with key hurdles being effective map licensing and reliable management of navigation system customers' eligibility for updates.

On our recommendation, the OEM chose to deploy our powerful, OS-, chipset- and network-agnostic map data and POI information update solution, which enables OTA delivery of accurate and current map data to resource- and connectivity-constrained vehicular systems. Following implementation, a head unit-integrated OTA Software Management client, which handles all update management processes, interfaces directly with HARMAN OTA backend map update campaign management servers. Comprehensive APIs enable integration of the HARMAN servers with the OEM's own infrastructure, for licensing and subscription authorization, and for interoperation with other OEM systems. This setup ultimately ensures highly granular, turnkey management of map content on a per-license, subscription and region basis. It also enables rapid and cost-effective delivery of many gigabytes of map updates, over Wi-Fi, cellular data networks and even tethered mobile connections, all while minimizing potential data transmission costs via Smart Delta payloads, which are a fraction of the size of the full map data that requires updating.

At the core of this solution is HARMAN Smart Delta technology, which has successfully been deployed in more than 15 million vehicles to date, reliably performing in excess of 30 million updates to in-vehicle software and map content applications via the world's smallest, most efficient update payloads. Our map update solution is highly scalable, can be implemented either on OEM premises or as cloud-based server infrastructure, and features a powerful backend Web interface providing full map management and monitoring flexibility.

For more information on HARMAN OTA offerings and on this particular use case, please do not hesitate to contact us and visit our web site.

