



# T-MOBILE PRESENTS THE SMART CAR CONCEPT

National Library of Technology, 21 November 2016

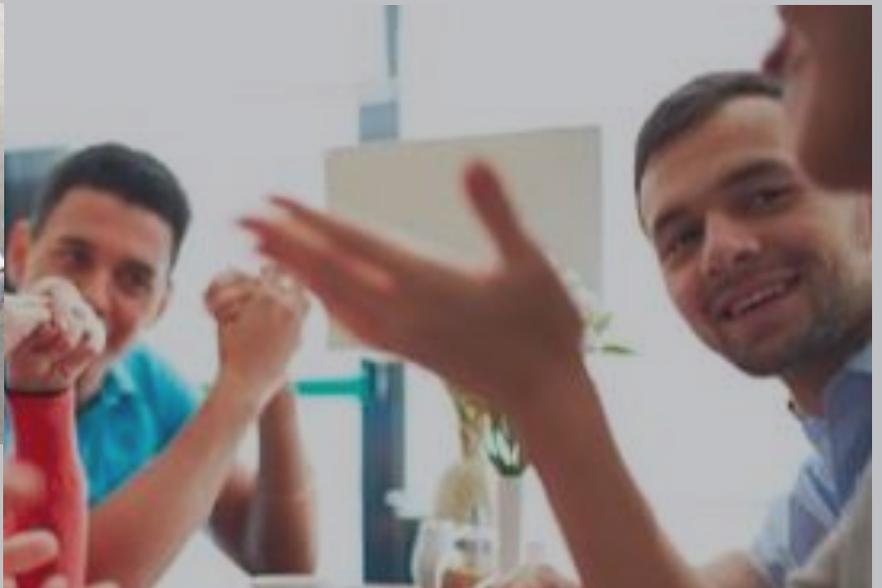


# AGENDA

- T-Mobile's strategy – Milan Vašina, CEO of T-Mobile Czech Republic and Slovak Telekom
- DT's strategy – Attila Keszeg, Senior Vice President B2C Commercial Excellence Europe, Deutsche Telekom
- Mojio – Kenny Hawks, CEO of Mojio
- Product development – Otakar Mráz, Category & Products Manager, T-Mobile
- Testing by editors-in-chief – Martin Pultzner (Mobilenet.cz), Michal Busta (Business Car), Jiří Hrma (Smartmania.cz)
- Demonstration, offer – Otakar Mráz
- Questions
- Virtual reality – competition to win prizes

# THE FUTURE IS IoT – MILAN VAŠINA

- Everything that can be digitalised will be digitalised; everything that can be connected will be connected; everything that can be shared will be shared – IoT is the future
- Six billion devices are connected today worldwide
- In 2020, 5.5 million devices will be newly connected every day and their total number will reach 21 billion
- The role of operators has been changing; connectivity will be a matter of course
- We expect that IoT devices will play a very important role in 2018
- Smart Car – our first go-to-market product

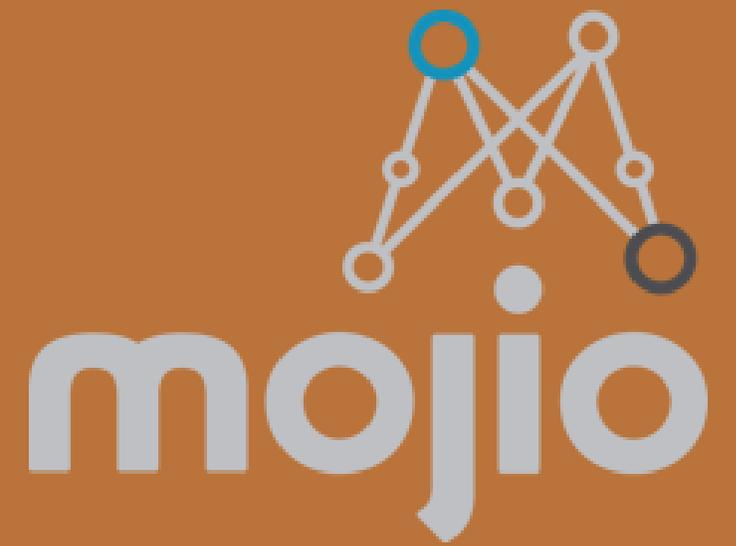


# CROSS-COUNTRY COLLABORATION BY DEUTSCHE TELEKOM



# STRATEGY OF DT – ATTILA KESZEG

- A big step in creating the best customer experience in the digital world by enabling customers to connect their cars and benefit from a whole world of new, practical and exciting car services
- With this smart DT solution, we are going to address 270 million used-car owners in the EU
- DT AG is proudly building on TMCZ Connected Car excellence and the achievements of DT Mojo Motion and partners like eParkomat
- TMCZ is the first country where this solution is being introduced and we would like to enable the whole EU footprint to enjoy the same service



The leading open connected car platform

# DATA THAT MATTERS – MOJIO

T...

# MOJIO – KENNY HAWKS

SALES & DISTRIBUTION



Operators



OEMs & Dealers



The Mojo Platform



Mojo Apps



3rd Party Apps

SERVICES



B2B2C MODEL



Mojo enables the new automotive ecosystem

# MOJIO – KENNY HAWKS

- Diagnostic data – Mojo analyses the health of the car and interprets that info for valuable insights
- Behavioural data – Mojo collects data points to measure key driving behaviour indicators
- Contextual data – by enriching the raw data points, Mojo adds context and value to the user experience





# T-MOBILE'S OFFER



# OUR VISION – OTAKAR MRÁZ

- The first IoT service on the market
- Beneficial for all customers
- Can contribute to greater security of cars and their users
- We will enable developers to participate in the development of services thanks to an open-source platform
- They can develop apps intended not only for the Czech market! – eParkomat, T-Mobile hackathon
- Inspiration in North America, where we found the right partner (Mojo)

# OUR TARGET – OTAKAR MRÁZ



- Thousands of new cars are manufactured as smart cars, millions of used cars can be made into smart cars



# DEVELOPMENT – OTAKAR MRÁZ

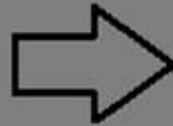
- Pilot operation in the Czech Republic in autumn 2015
- Five surveys: interest mapping, focus groups, quantitative, prices and utility
- 1,002 respondents
- Solution tested also by B2B customers/companies
- Nineteen car brands tested in the Czech Republic
- Snapshot tests in Bratislava and Rotterdam
- More than 70 necessary adjustments, including the need to rework the applications completely
- Adjusted based on the requirements of customers involved in testing (e.g. one application instead of the original three applications)



**WHAT IMPROVEMENT DID THE TESTING EDITORS-IN-CHIEF SEE?**

T...

# HOW DOES IT WORK? – OTAKAR MRÁZ

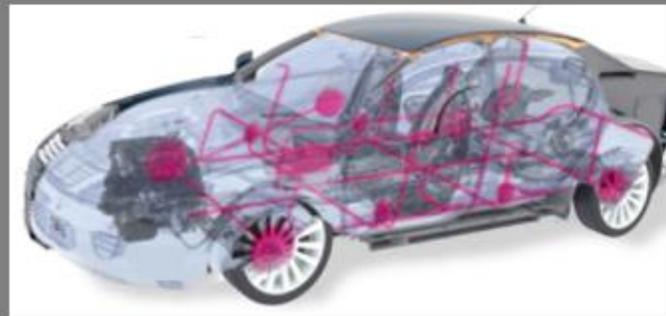


Advanced diagnostics

VIN-based data

GPS-based data

Analytics



A hand is shown holding a globe in the center. The background is a dark purple gradient with various white icons and text labels. The labels include 'Social Network', 'Networking', 'Transportation', 'Social Media', 'Globalization', and 'Travel'. There are also icons for a smartphone, a laptop, a car, a Wi-Fi tower, and a location pin. Dashed white lines connect these icons across the globe, suggesting a global network.

**LET US SHOW YOU HOW IT WORKS**



# MOTION APPLICATION FEATURES – OTAKAR MRÁZ

- Exact car location
- Driving behaviour (abrupt braking, acceleration)
- Basic statistics of every journey
- Battery level
- Indicative malfunction diagnostics
- Mileage book
- Protection against flat battery
- Sharing information with family members
- Alerts: towing, vibrations, disconnection, deviation from a pre-set course, speed limit

# MOTION APPLICATION FEATURES – OTAKAR MRÁZ

← **Detaily jízdy**  
Octavia 2015



0 0 0  
PRUDKÁ ZRYCHLENÍ PRUDKÁ BRZDĚNÍ VOLNOBĚ

Jízdní statistiky

<b>134</b> KM Vzdálenost	<b>1:46</b> H Doba trvání	<b>143</b> KM/H Max. rychlost
<b>76</b> KM/H Průměrná rychlost	<b>3210</b> OTÁČKY Max. otáčky	

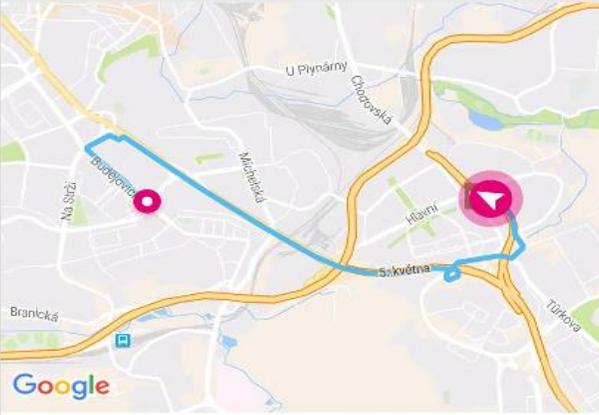
☰ **Octavia 2015** 🔔

Stav auta: Jede

 E  F  **Dobry**  
STAV BATERIE

→ Přehled auta

Aktuální jízda



13:07  
Budějovická 1123/13, Michle, 140 00 Pra...

← **Přehled auta**  
Octavia 2015

Statistiky paliva

 E  F

Životnost baterie

 **Dobry**  
STAV BATERIE

Poruchy

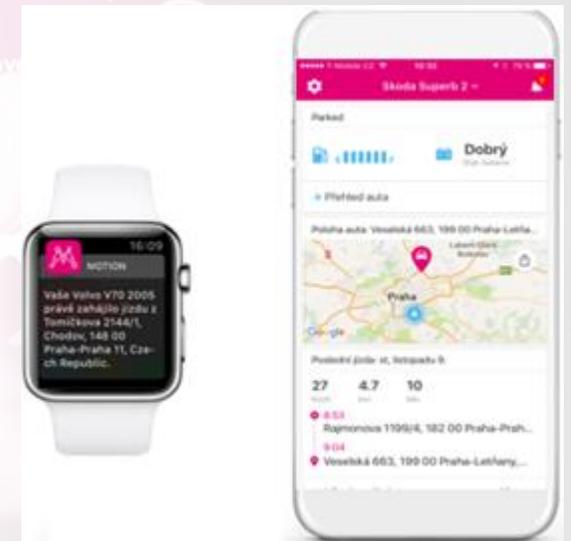
 **0**  
DTC

Informace o autě

 **Skoda Octavia**  
MODEL

# PLANS FOR 2017 – OTAKAR MRÁZ

- Driving style/scoring
- Glympse car-movement sharing
- Integration with a roadside assistance service
- Car costs
- Accident detection
- SOS emergency notification
- Wi-fi
- ...



All new features will be automatically available to existing customers.

# ACCIDENT DETECTION – OTAKAR MRÁZ



# SUMMARY – OTAKAR MRÁZ

- **Unique offer – no other operator in the Czech Republic offers a similar solution**
- Greater safety for cars and their users
- Works in the Czech Republic and when you go on holiday in the EU
- Sales begin on 1 December
- Very easy installation
- To be plugged into an OBD port that is installed in all cars manufactured since 2001
- The OBD port is usually located under the dashboard or centre console
- The device supports OBD-II protocols, features a GPS receiver, three-axis motion sensor, memory for saving data in the case of insufficient mobile coverage (up to 20,000 system messages), internal battery, possibility of a passive energy-saving mode

# PRICE – OTAKAR MRÁZ

- Basic price of CZK 2,599, monthly fee of CZK 75
- **Special Christmas offer – CZK 1,449** (CZK 1,150 discount) + monthly fee of CZK 75
- Can also be purchased in instalments for prices starting at CZK 125 per month



- As a prepaid package with one year of operation, the whole set will cost CZK 3,499
- An additional year of operation will cost CZK 900 (monthly fee of CZK 75 x 12 months)

A professional Sony video camera is mounted on a tripod in the foreground. The camera is a Sony model with a large lens and various controls. A pink semi-transparent overlay covers the middle of the image. In the background, a group of people is seated at a table in a dimly lit room, possibly a restaurant or event space. The overall scene suggests a video production or event coverage.

# VIDEO

T...





**THANK YOU FOR YOUR ATTENTION**

