

MirrorLink™ and Co – Connecting Your Smart Phone to Your Car

Instructor

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Abstract

The combination of the application store phenomenon and rapidly evolving hardware and software capabilities has transformed smartphones into the electronic equivalent of a Swiss Army knife. Smartphones provide services ranging from navigation to entertainment, and mobile applications make that content accessible anytime, anywhere.

However, automobiles remain the one environment where most people have seen little change in accessibility due to safety concerns. Many have resorted to the dangerous habit of using their handheld mobile devices while driving, sparking new laws aimed at reducing the number of distracted drivers. But as societies have become more industrialized, the amount of time people spend in their vehicles has increased sharply. Even if users are willing to install expensive in-vehicle infotainment (IVI) systems or head units, they're usually restricted to a limited number of applications provided by the car manufacturer because of the closed and specialized nature of existing platforms.

The automotive industry has started addressing this challenging, introducing various concepts to allow some level smartphone integration into some of their models, like Ford Sync, BMW MiniConnect or Harman Aha and many more.

The Car Connectivity Consortium (www.carconnectivity.com) has developed MirrorLink™ to address this challenge providing a global approach, not limited by any proprietary solutions. MirrorLink™ allows smartphones to self-integrate into IVI systems, transforming them from mobile application platforms into automotive application platforms. The technology allows for rich, high-resolution graphical user-interfaces. It opens up opportunities to develop and deploy mobile applications that are customized for in-vehicle use while maintaining a safe user experience, integrating an Application Certification program.