

Cristiano Amon at IAA Mobility 2021: How 5G Is Driving Connected Automotive Intelligence

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Digital transformation is sweeping across all major industries and markets, including automotive and transportation.

The car is evolving, driven by an immense demand for efficiency, safety, new experiences, and services powered by greater intelligence and connectivity. Digital platforms are moving us into a new era of connected transportation, and Qualcomm Technologies' breakthrough inventions are helping transform vehicles as we know them.

We're bringing high-speed, low-latency **5G** connectivity to the smart car, designed to deliver essential digital capabilities to users through a single, global standard ready for massive scale. Broad automotive industry trends of electrification, mobility as a service, and autonomous driving are taking advantage of new 5G connectivity solutions. Connected cars are delivering experiences we expect on the go, and greater innovation is resulting in better, more immersive, and safer vehicle experiences.

In his **IAA Mobility 2021** opening keynote, Qualcomm Incorporated President and CEO Cristiano Amon laid out our vision for the digital future of automotive. The rapid global expansion of 5G and more intelligent devices are strengthening the Connected Intelligent Edge, a space where billions of smart devices can transform countless industries—automotive being a very important one. Amon highlighted the incredible positive impact of this level of connectivity and how it can serve as a catalyst for innovation and economic growth in several key areas.

Amon discussed the crucial goal of making it as easy as possible for OEMs and technology partners to integrate these connected technologies into their automotive products. That's why we've pushed advancements in the digital chassis, a set of technology solutions for building connected, intelligent vehicles. Customization, experience, and upgradability through the digital chassis empowers automakers to redefine vehicles for the 21st century and create new opportunities for the automotive ecosystem. Working with 23 of the 26 leading car brands to assist them in creating platforms for future growth, Qualcomm Technologies is innovating across telematics, the digital cockpit, ADAS (Advanced Driver Assistance Systems), highly efficient SoCs, and cloud services to craft a digital chassis built for our evolving customers.

The digital cockpit is another area where we're seeing new kinds of experiences come together for drivers and passengers. Immersion and comfort are at the forefront of the 5G-enabled digital cockpit experience through intuitive screens and HD maps, advanced AR displays, specific intelligent AI, and smart navigation systems. Easy access to important information and diagnostics can be beneficial to drivers, and passengers can have more freedom to relax with video and game streaming supported by persistent 5G cloud connectivity. All of this can lead to better experiences, new services, and new roads for customer value.

Cellular-vehicle-to-everything (C-V2X) technology allows vehicles to communicate directly with each other and their surroundings, making cars more intelligently aware of their environment around them for safer, more efficient transportation. In tandem with lane-level positioning and smart devices throughout connected roads and cities, driving inside dense urban areas is simplified and can be safer. Smart vehicle communication, along with communication between connected pedestrians and infrastructure, creates an entirely new web of smart transportation.

C-V2X is designed to help the industry evolve toward ADAS systems and an autonomous future, where the next-generation cars are partially or fully self-driving. This revolution can propel user experience solutions in the car, further extending the 5G connectivity, cloud computing, and on-demand services we've come to expect from our home. Building systems now can create an environment for safer, comfortable autonomy,

one with advanced AI navigation, built-in ADAS systems, and remote teleoperation in emergency situations. Success in autonomy requires superior hardware, software, stacks, and simulation tools, and that's what Qualcomm Technologies is bringing to the future car.

Qualcomm Technologies isn't just about introducing specific digital features to vehicles; we're dedicated to integrating our foundational digital platforms into the automotive industry to help drive increased opportunity and growth. For over 20 years, we've worked with the automotive industry to move to this connected future. Now we've arrived, and with a global ecosystem of automakers and technology vendors, transportation is ready to take a massive leap in driving automotive forward and showing the endless possibilities of the connected edge.

Learn more about how we're building the ultimate connected mobility platform.

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