



# Remote Telematics, Challenges & Opportunities

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Robert Beckmann

[www.bluelinkdiag.com](http://www.bluelinkdiag.com)

[www.youtube.com/bluelinkdiag](http://www.youtube.com/bluelinkdiag)

## Agenda:

- Challenges with existing and legacy vehicles
- Consumers position, big brother
- Opportunities for our entire industry
- Who benefits
- Significant need
- Remote connectivity today using BlueLink BDS2534



## Challenges:

- Variety of physical layer electrical connections
- Countless similar but non-routable protocols
- Arbitrary patent and proprietary claims
- Maintaining high barrier to entry
- Lack of basic data standards
- Locking via Mode 27 use in diagnostics



## Big Brother:

- Trust in manufacturers and dealers must improve
- Consumers want choices
- Consumers feel they have right to vehicle diag. data
- CARB attempt to let consumers avoid smog check
- Consumers trust their local repairers



## Opportunities via Open Standards:

- Huge development resources
- Innovation, major IT players are very interested
- Revenue source for manufacturers



## Who Benefits:

- Consumers. More choices and convenience
- Manufacturers. Better product support & revenue
- Independent Service Providers. Choices & Efficiency
- Module initialization is done correctly by third party
- Vehicle Security Professionals. 24/7/365 support
- Manufacturers. Tighter control of security data



## Significant Need:

- Too much cost and overhead for 100% coverage
- Simply having access to tools is not enough
- Higher efficiency with remote assistance
- Defund security hacker tools



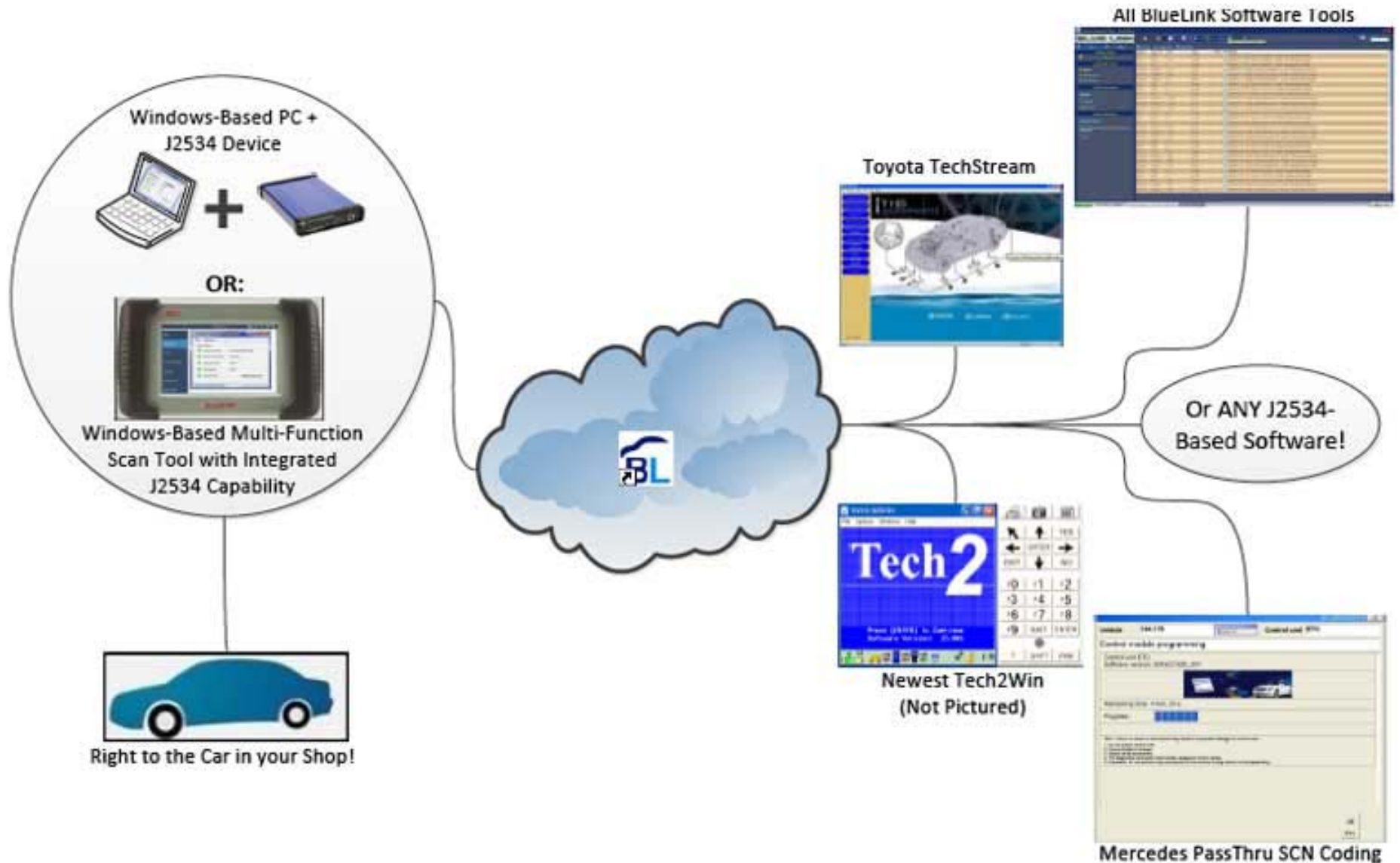
## BDS2534 Remote Connectivity:

- Gives service facility a cost effective “Plan B”
- Scan tool with 90% coverage is now OK
- Efficiency gained on obscure module initialization
- Standardized vehicle interface will create critical mass
- Can’t replace basic tools, training and service readiness but it can fill in the blanks.

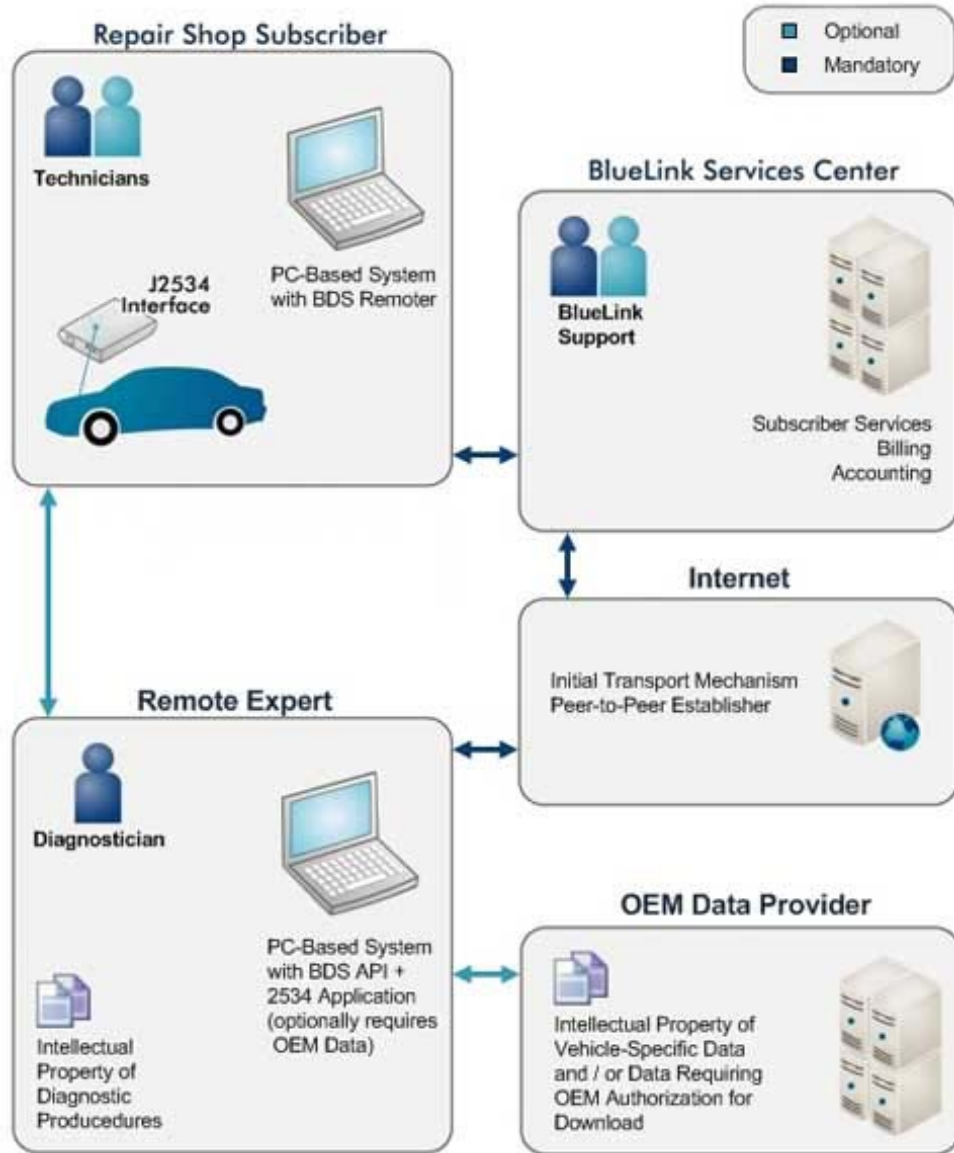




# The "Just - in - Time" Diagnostic Model



# BDS 2534 Remoter Solution



# Questions and Discussion

