



Stanford eCorner

Convergence of PDAs with Automobiles

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February 03, 2004

Video URL: <http://ecorner.stanford.edu/videos/945/Convergence-of-PDAs-with-Automobiles>

Wirt answers the question: Will there be convergence of PDAs and automobiles in the future? Most likely, he says. Car companies are very interested in adopting the newest technology and are currently working on ideas for integrating the two devices.



Transcript

Car companies are very interested in technology for the future. We work with a number of car companies. Typically they have been using our kind of technology for short of internally in their sales force so we've done deals for example with the Lexus where sales people and dealerships use some of our products where they get information that's beamed into it and they have kind of a sales guide in their hand. So when the sales persons' on the showroom floor and you ask a question about what color does it come in or what is the feature set or what is the lease payment, they don't have to say, "Well, comeback into my office" because they know they will lose a certain number of people if they try to do that. They can answer the question right there on the spot. So they go with the technology first there but they clearly see the technology going in to cars, they've got the Bluetooth there primarily for the phones but you don't have to be a rocket scientist to say, "Well you know I wouldn't have Telematics to have a data connection maybe over by the phone that's in the car or I have got some kind of antenna hooked up to a satellite, they're getting satellite radio, why not some other kind of data and once you've got data you could do something else with the device that you could take with you and the advantage of this device versus using the screen that's in the car already is you could get the data and take it away from the car. When you are in the car you get the information and then you are going to go on foot to the store, you could take a location based coupons, when you get out of the car in the parking lot, "Gee, there is a \$20 coupon for a meal for two at the restaurant in the shopping mall where I parked or a block away or something like that. So they're thinking about all that stuff and as I explained in that kind of the system, like the system to do that, that piece of the system is not done yet but you can imagine when that piece of the system is done where you got the location and information could be delivered seamlessly and you can take it with you, that would be a very powerful solution that delivers benefits to the person who has got this and it he can easily see what the revenue opportunities could be. Things like that are happening but all the pieces are not quite there yet but they will be. Okay, one follow up and then we will go in the back.

What is the timeline of these things happening? I would say the auto industry doesn't move like all that fast on this stuff because of their developments cycle, 2 to 5 years? I think within 5 years definitely we will see at least an early stage of this if not a kind of a full blown deployment, I would guess.