

In-Vehicle Social Networking by LodgON: Social CVIS



Goal: To Enable a community of drivers to communicate with peers about their driving experience

GATHER > ENRICH > DISTRIBUTE

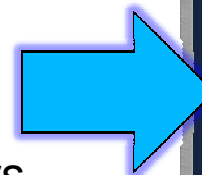
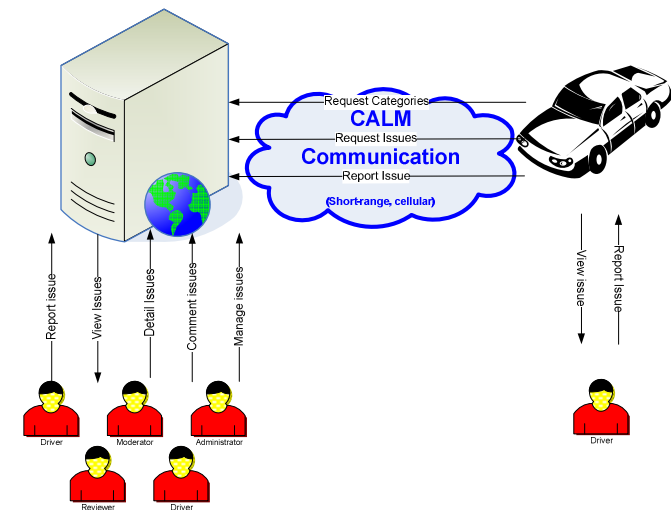
Application Stakeholders

- **Drivers:** improve safety and driving experience
- **Government:** capture issues early, have data validated, provide a feedback channel
- **Car OEMs, Special Interest Groups:** create and access a community of enthusiasts

Business Model

- Software License to stakeholders
- Platform as a Service model to stakeholders
- Revenu-share and/or (location) advertisement

=> LodgON is welcoming projects to further develop this concept



Social CVIS: Multi-channel



Multi-Channel:

- **Web:** Self-service, role adjusted web portal, multiple parallel communities supported. Recent activities and categorized submissions are geo-coded and mapped.
- **Vehicle:** Remotely managed CVIS application (OSGi service), Cellular and CALM comms
- **Mobile phone:** OSGi application and mobile web, support for JPG GPS tags, JavaFX Client under development.

Web

Vehicle

PDA

Mobile

Social CVIS: End-to-End



- **Technology Leverage:**

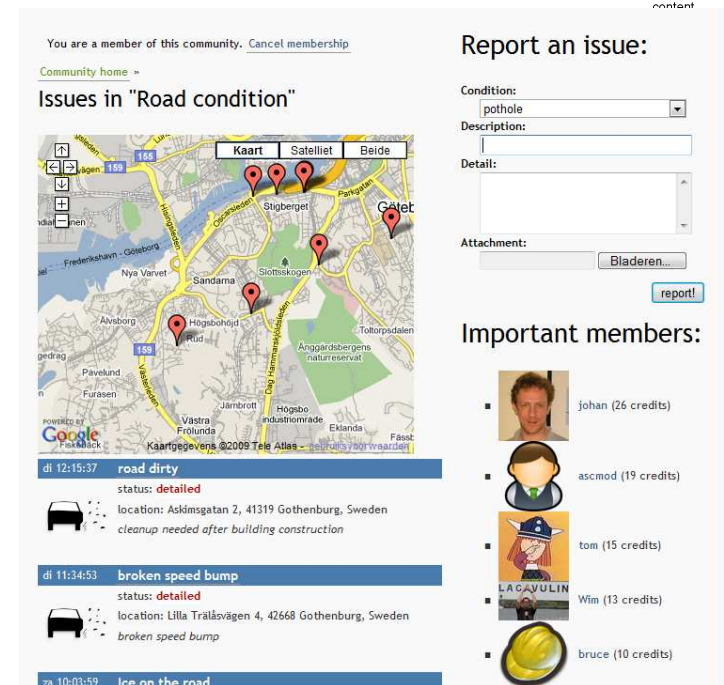
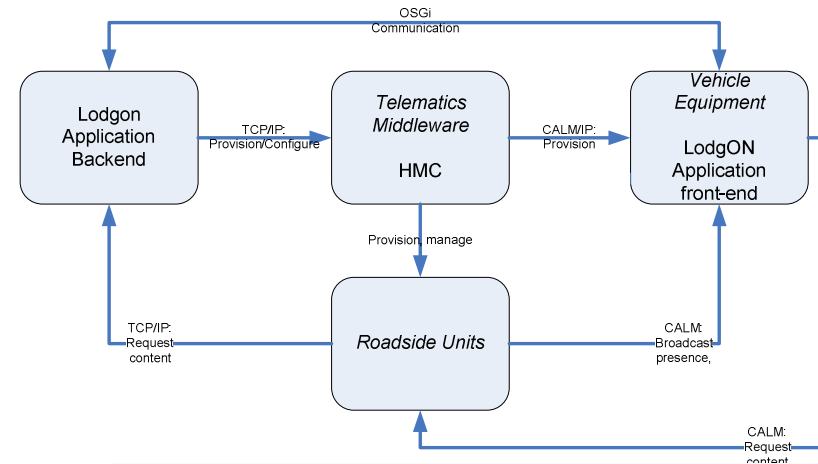
- LodgON DaliCommunity and DaliCMS technology (Java™/Glassfish V3)
- End-to-End application uses CVIS FOAM development kit (OSGi™ & CALM communication, Rich UI)
- PDA client uses Knopflerfish OSGi

- **Integration**

- Comms: Short-range (RSU) and Cellular
- Vehicle integration-ready (CAN-event auto-reporting)
- Social Networking sites (RSS, Twitter, ...)
- Location referenced content upload
- Rich-Media (sound, voice, foto, video)



- **Configuration**

- Fully self-service and configurable via the community portal.
- Vehicle Client configuration and provisioning through the HMC middleware



Social CVIS = Managed Community Workflow



- Multiple tiered community roles:
 - Visitors,
 - Drivers, Moderators,
 - Reviewer,
 - Administrators
- User defined (and iconized):
 - Categories  road conditions
 - Conditions 
- Multiple parallel communities are supported (e.g. focus groups)
- Extensible workflow with strictly controlled and transparent state-model
- Enhanced quality through Community Moderated Feedback
- Back-end supports reporting and data mining

