



Communication Services
(Narrow Band, Docked/Broadband, Broadband)

Navigation Services

- Traffic
- Routing
- Speech Recognition

Content Services

- Safety Policy
- Premium POIs
- Community

Commerce Services

- Advertising
- Catalog
- Billing

Lead the LBS revolution

Delivering a powerful navigation and search tool just got easier. Contact us to start customizing your solution today. Safely linking mobile products and services is now possible. Visit our website at www.telecomsys.com or email us at telematics@telecomsys.com.

TeleCommunication Systems, Inc.
275 West Street
Annapolis, MD 21401 USA

Toll Free: 1.888.728.8797
Outside US: +1.410.263.7616
www.telecomsys.com

©2012 TeleCommunication Systems (TCS). All rights reserved. Enabling Convergent Technologies® is a registered trademark of TCS. All other trademarks are the property of their respective companies. Information subject to change without notice. NasdaqGM: TSYS | 120201

Your Established Partner

TCS is a leading provider of software and solutions to customers who require high reliability and security. TCS delivers premier IT and wireless communications solutions to automotive telematics vendors, leading wireless and VoIP carriers around the world, cable MSOs, and US government agencies.

TCS Telematics



Mobile Options and Connected Services



TCS Telematics

Connected Navigation and Location-based Services

TeleCommunication Systems, Inc. (TCS) delivers a robust platform for mobile and automotive products, safely linking mobile devices to vehicles for enhanced services.

- **Flexible Connectivity**—Supports multiple connection options including embedded with vehicle hardware, portable on a mobile phone, or available as a hybrid solution. It combines an integrated vehicle HMI with connectivity through a mobile phone via Bluetooth, Wi-Fi, or directly linked.
- **Extensible Architecture**—Seamlessly incorporates 3rd party content and applications to the telematics environment. Applications from entertainment to vehicle diagnostics can be developed and securely downloaded for use in the vehicle.
- **TCS Services**—From content aggregation to storefront operation, TCS provides the options telematics integrators require to meet emerging industry expectations for content while addressing OEM safety and security requirements.

TCS' Telematics products support free, bundled, and premium business models. TCS solutions support the Original Equipment Manufacturer's (OEM) brand through in-vehicle, mobile, and web interfaces.

White Label Option

Highlight Your Brand

TCS' white label solution provides an OEM branded experience backed by TCS' proven technology. TCS solutions have been customized and integrated by many leading wireless and automotive brands.

Customization

Complete OEMs customization includes:

- Branding and user interface customization
- Vehicle and telematics service integration
- Integrated or bundled content - including restaurant reservations, local search, movie times, weather, EV station locator, and more

Flexible Connectivity

Embedded, Portable, and Hybrid Connection Models

TCS' Telematics enables OEMs to offer a rich telematics solution regardless of the chosen connection method.

- **Embedded**—in-vehicle software using an embedded communications module integrated with the vehicle.



Custom In-Vehicle Hardware Integration

- **Portable**—a mobile phone application. The portable, handset-based approach allows telematics services to use the consumers mobile data plan.
- **Hybrid**—integrated with the vehicle to provide the integrated experience of an embedded, in-vehicle solution combined with the cost advantages of a portable solution.

Integrated Safety Policy

Ensuring a Safe and Secure User Experience

Automotive applications require a safe user interface. TCS' Telematics Solution enables OEMs to provide a user interface that meets stringent requirements for minimizing driver distraction. Safety policies can also be extended to 3rd party in-vehicle applications that are either downloaded to the head unit or running on the mobile phone.

Versatile Solutions

Multiple Interfaces to Reach Customers Wherever They Are

With the TCS platform, OEMs can offer an integrated experience linking mobile applications, website collaboration, with in-vehicle user interface.

- Mobile applications can be used while outside of the vehicle; while walking; or during the trip-planning phase
- Remote control and vehicle diagnostic services
- Web applications for trip planning, integration, and synchronization with OEM websites
- Social network integration for location sharing and points of interest

	Embedded	Hybrid	Portable
Communications	Embedded in Vehicle	Customers' Mobile Phone	Customers' Mobile Phone
Advantages	Full control of user experience, safety	Ability to add applications easily and update as needed	Easiest to change, update
Dependencies	None	Compatible Bluetooth Phone with Application	Compatible Bluetooth Phone with Application