

PEOPLE • PRODUCT • PROCESS

AUTOMOTIVE INDUSTRIES

Vol. 195 • Issue 3 ai-online.com • autoindustry.us • peace

SUBSCRIBE • RENEW
visit ai.com.ai

Focus on the **technology** driving automated vehicles

The brains behind the "world's most intelligent executive saloon"

The **TECHNOLOGY** helping drive low-carbon **TRANSPORT**

eSIMs provide seamless connectivity across borders

FOLLOW THE LATEST TRENDS

innovation

eSIMs provide seamless connectivity across borders

"Cubic was able to bring-to-market its Audi Connect platform and ultimately brought "living room luxury" inside the car."

- Gerry McQuaid, Chief Commercial Officer, Cubic Telecom, Page 44

innovation

eSIMs provide seamless connectivity across borders

By: John Larkin

New Audi models sold across 13 European countries now come standard with the Audi Connect® SIM, an embedded SIM or eSIM which customers will receive in combination with an optional Audi connect equipment package.

Ireland-based Cubic Telecom developed the technology, which is available in the Audi A3, the A4, the new A5, and the Q7 sold throughout Europe. Cubic Telecom has announced that its eSIM will be fitted to the next generation of Audi models as they are released. The Audi TT, the RS, the A6 and the A7 are currently excluded from the offer.

Access to the Audi Connect services is granted when the car is purchased, and is free for three years (depending on the model). MMI Navigation use is included for three months which can be extended at a fee. "In everything we do at Audi, we strive to deliver an experience that is intelligent, intuitive and elegant. Our new European models extend that

The SIM card connects through a LTE/LMDS module with a download speed of up to 100 MB/s. Services include navigation with Google Earth and Google Street View, travel, traffic and parking information. In addition, drivers can access their Twitter and e-mail accounts and their smartphone's calendar.

Customers can also purchase additional data packages for an on-board Wi-Fi hotspot independent of the integrated Audi connect services. This component of the optional navigation system allows passengers to surf the Internet at attractive rates with up to eight mobile devices. If a customer selects a European data package, the data transfer is done automatically when crossing an international border – and thus when changing Internet provider – at fixed prices. Customers reach the online shop of Cubic Telecom through their myAudi account.

Automotive Industries (AI) asked Gerry McQuaid, EVP Commercial/Board Member at Cubic Telecom, what makes Cubic Telecom's eSim technology stand out.

McQuaid: Cubic Telecom offers the most comprehensive and competitive independent options available, and its product enables uninterrupted data connectivity across extensive geographic footprints and helps redefine the driving experience for Audi customers. While traditional mobile operators leverage their SIM cards to tether users to their national network footprint and billing plans, Cubic Telecom's innovative Multi-IMSI SIM card technology empowers a new global footprint, seamless connectivity, and affordable and flexible rates for data, voice and SMS on a single SIM card.

Equally important, our proprietary cloud-based Intelligent Platform gives Cubic the competitive advantage to offer customers virtually unlimited features and capabilities, as well as enterprise-class security and scalability. The cloud platform supports real-time billing, rating and provisioning engines, as well as customer-specific retail rate sheets, complex multi-tiered billing structures, split billing, bundled billing and much more. Cubic's value proposition includes multi IMSI, multi-network

experience to include a premium in-car connectivity solution which powers features like navigation, route guidance, information services, Wi-Fi hotspot service and more," said Marcus Keith, Director Development Audi Connect, HMI, Instrument Cluster, Displays and Controls at Audi in a press release. "We value Cubic's advanced networking and software technologies to enable these services for Audi owners and enhance the ultimate driving experience our customers have come to expect," he added.

Cubic Telecom provides an international LTE-based platform in partnership with the leading tier 1 mobile network operators. "The Cubic global platform with Over-The-Air (OTA) provisioning enables Audi to sell a standardized connectivity solution globally. Real-time network and software updating are key to meeting Audi's requirements for a truly premium and continuously improving in-car connectivity experience," says Cubic Telecom CEO Barry Napier.

Gerry McQuaid, Chief Commercial Officer, Cubic Telecom.

44 TO READ THE FULL VERSION OF AI STORIES GO TO www.ai-online.com