

OBIGO INTRODUCTION

OBIGO

WORLD FIRST & THE BEST IN BROWSER TECHNOLOGY

Where We Have Started

01 1st WAP BROWSER
+900 million mobile devices deployed to more than 140 countries in the market using Obigo technology



02 1st BROADCASTING BROWSER
NTT Docomo launched Terrestrial broadcasting service using Obigo Web browser for its Android smartphone



03 1st CAR HMI BROWSER

BMW launched DA HMI using Obigo browser as HMI rendering engine for 5-Series, X5, Mini, and other models



04 1st AUTOMOTIVE WEB BROWSER
Hyundai and Kia launched Automotive Grade browser for more than 20 car models

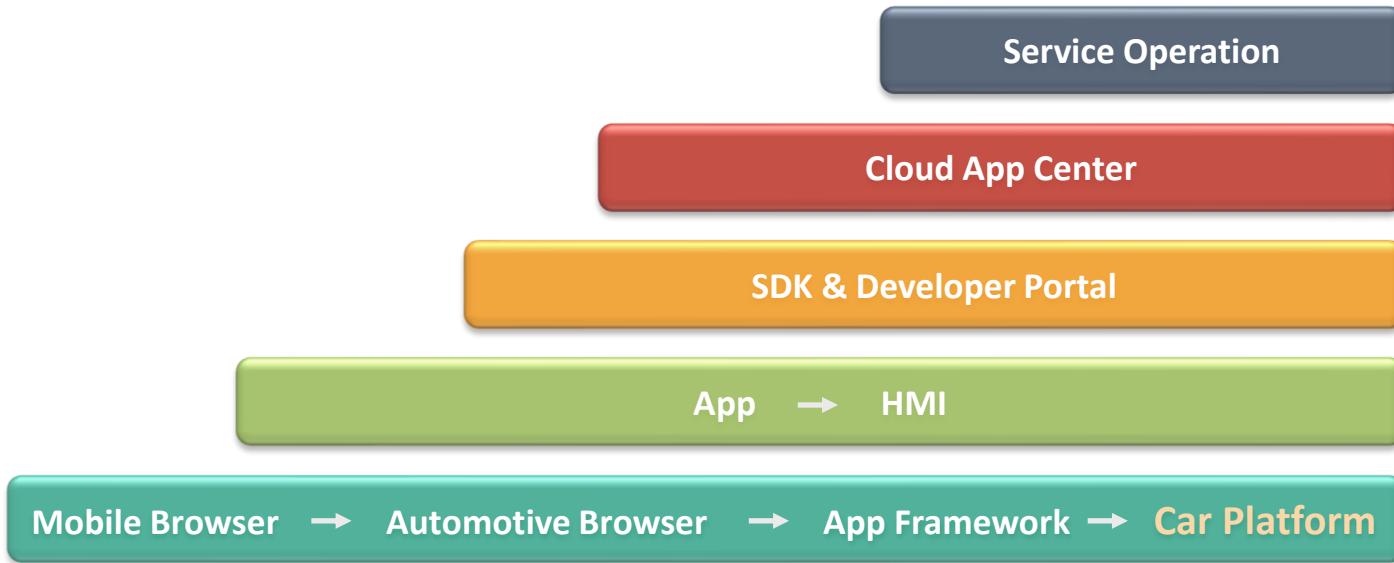


05 1st WEB APP CENTER
Cloud based HTML5 app store for automotive for easy management of head-unit apps



BROWSER TO CONNECTED CAR PLATFORM

How We Evolve

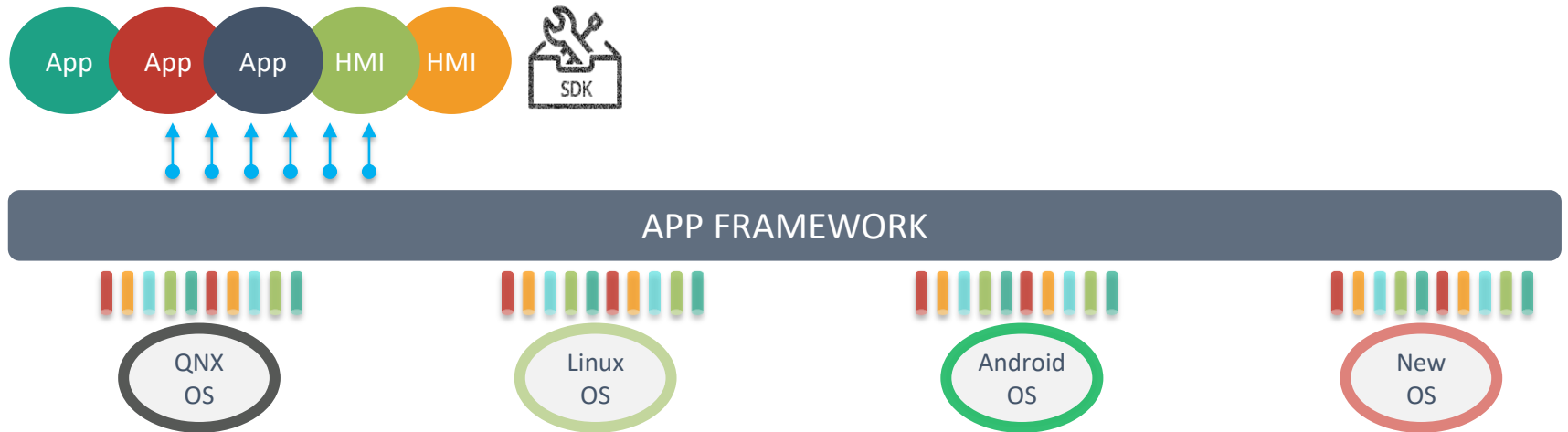
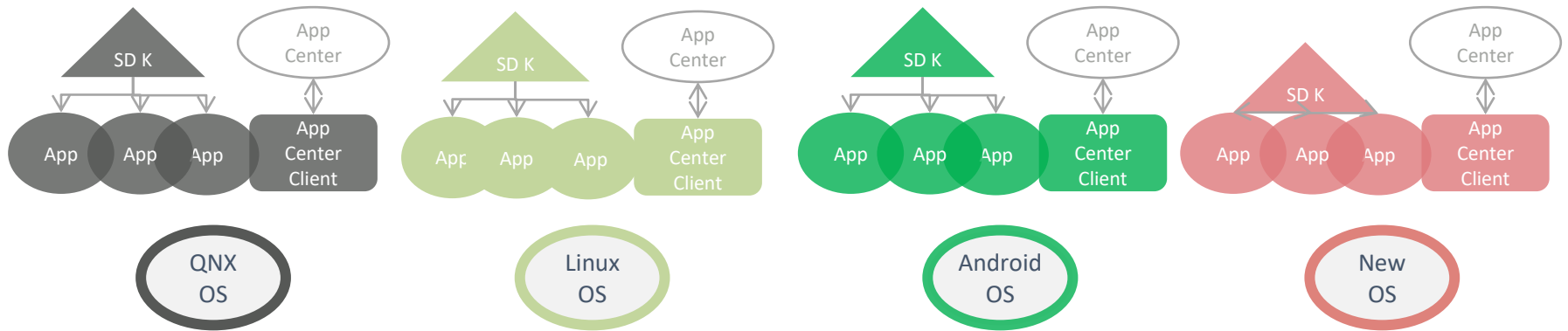


OBIGO SOLUTIONS

What We Have Accomplished.

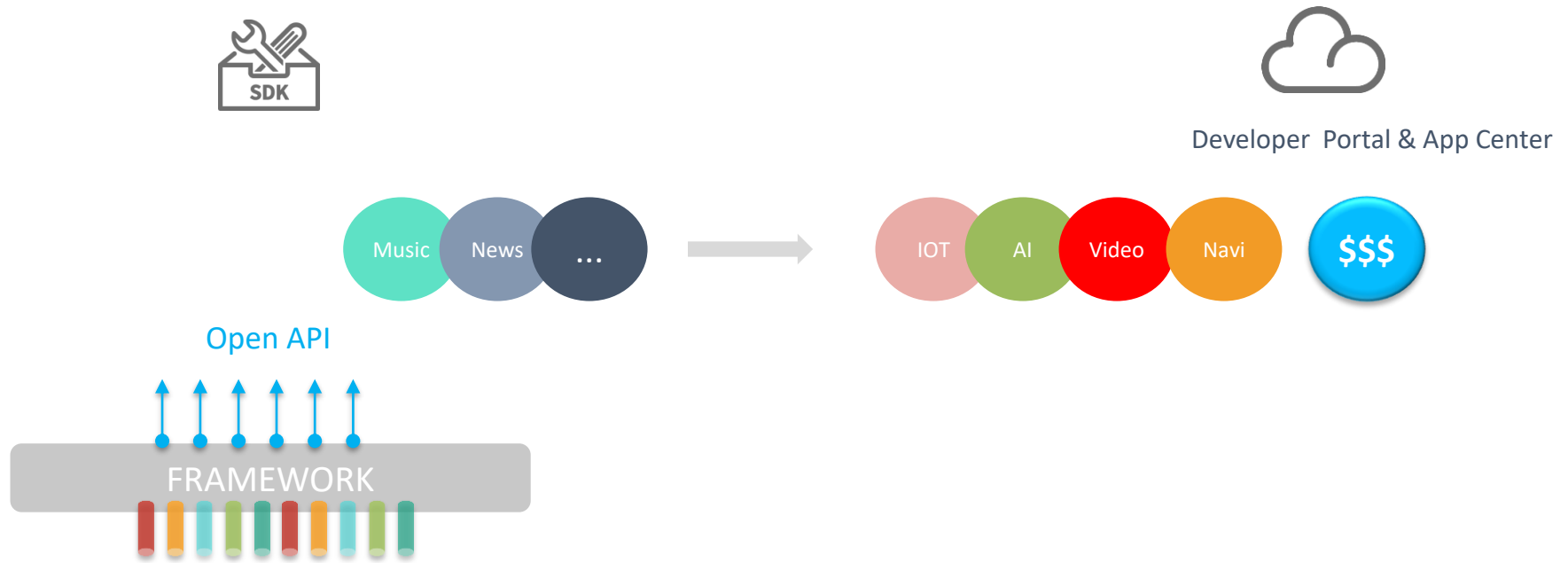
OS AGNOSTIC APP FRAMEWORK & SDK

Once Development, Runs Everywhere



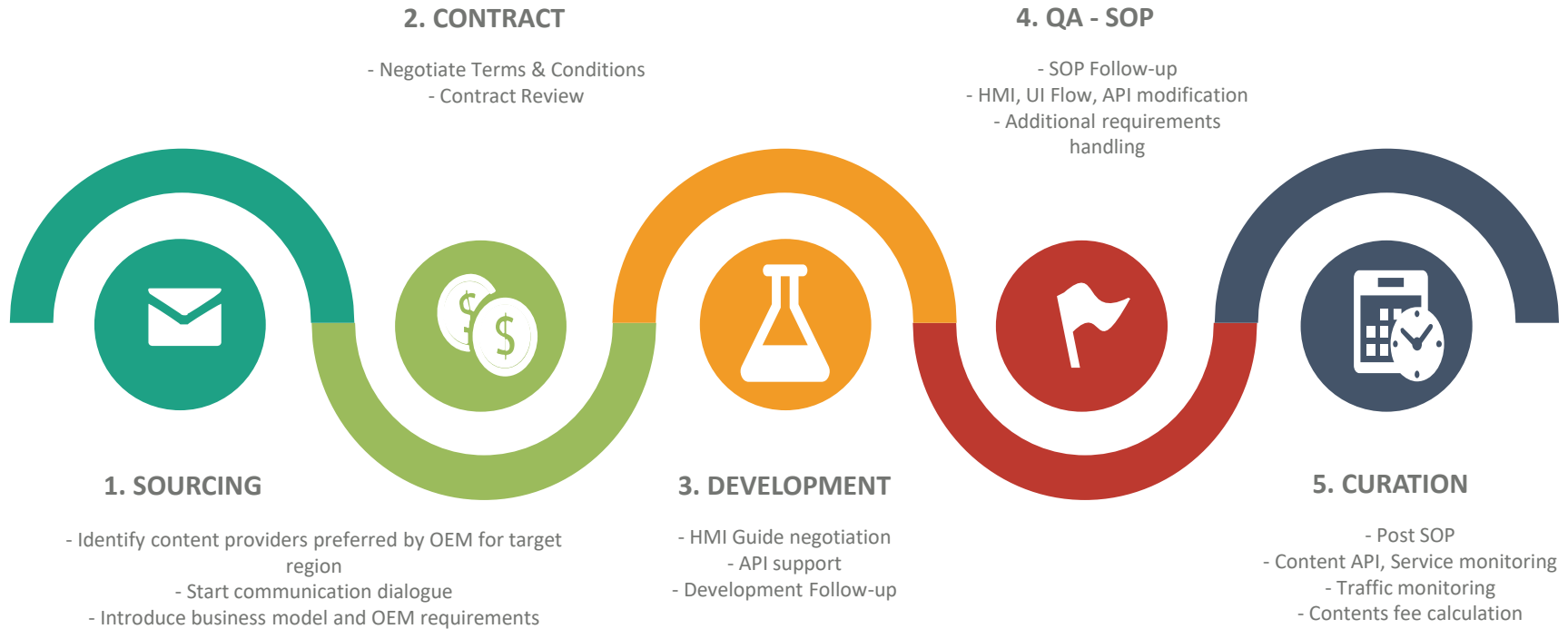
OBIGO VALUE

Vehicle Service Development Environment for Start ups and Partners



CONTENT SOURCING

How We Operate Content Sourcing



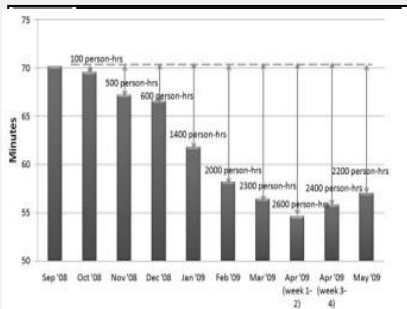
CLOUD APP CENTER

What We Can Do in Obigo Cloud

- Amazon Cloud based Automotive Grade App Center
- Automotive App usage pattern analysis
 - Suggest new App service by App category, Region and Car models
 - Segmented marketing program based for Active user

Obigo Cloud

- How many?



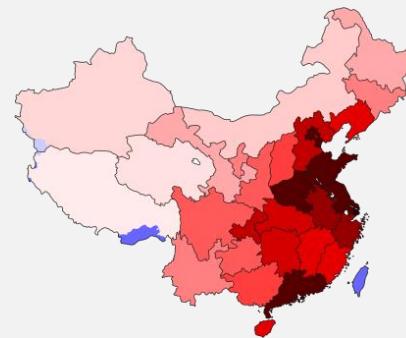
App Download

- How many App
- How long?
- Which App?



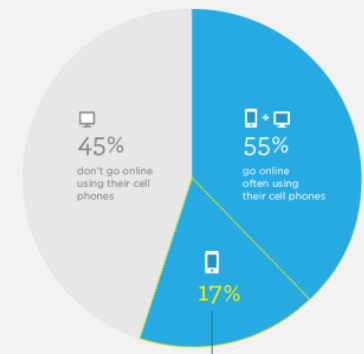
App Usage

- Popular App in Rush hour, weekend
- Popular App per cities, states



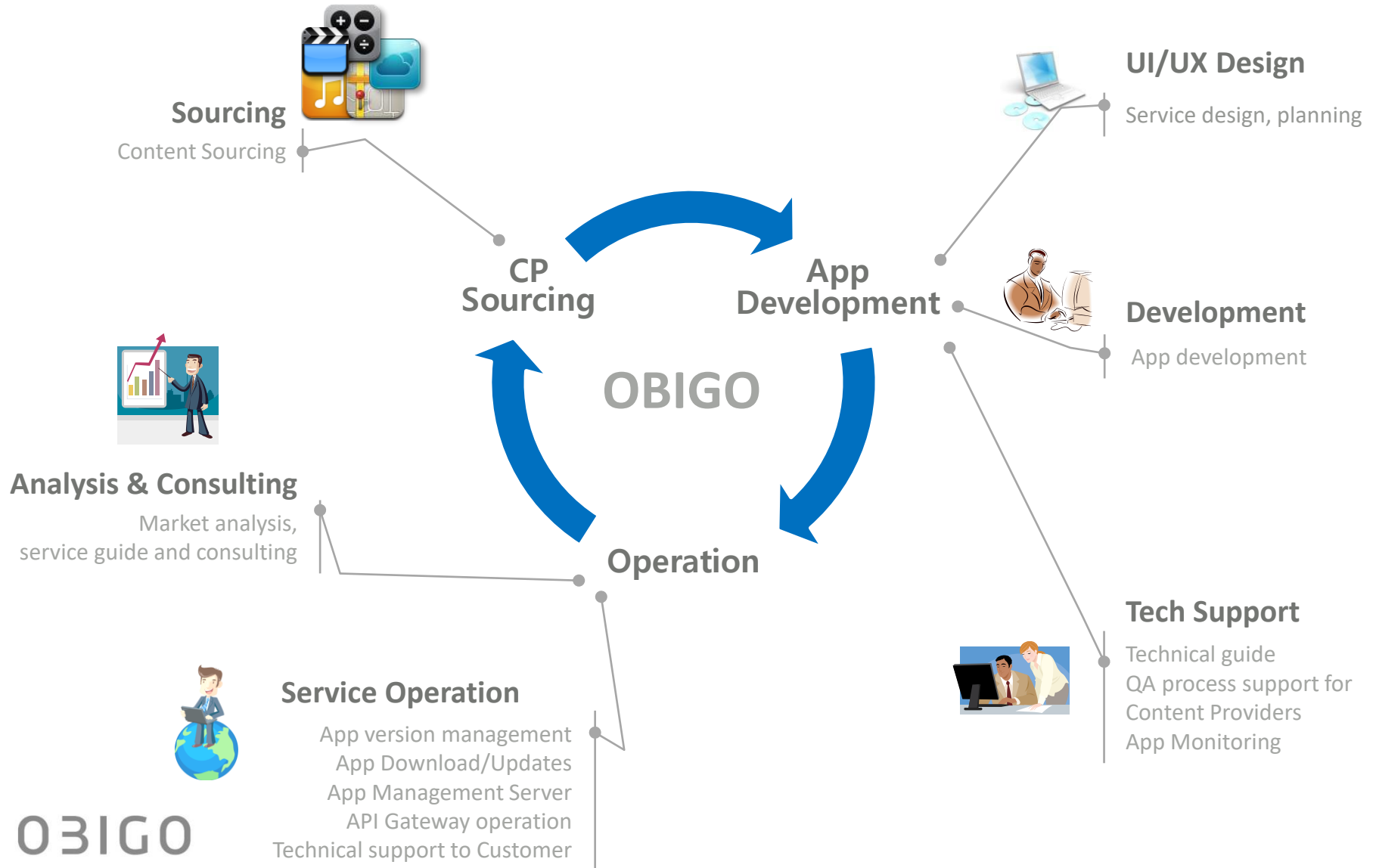
Active User

- Compare to average User



OBIGO END TO END APP SERVICE

How We Operate App Service



OBIGO SOLUTION SUMMARY

To Summarize Obigo Solutions

Cloud App Center

Service
Operation



App/HMI
Framework



App/HMI Framework

Apps



App Development

SDK



Developer Portal



OBIGO PARTNERS

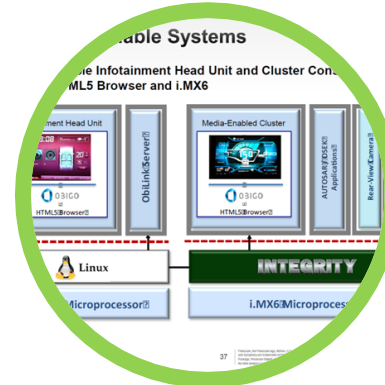
Proven by Partners

PROVEN BY INDUSTRY LEADERS

Better Performance, More Customers



QNX



**Green Hills
SOFTWARE**



HD Radio



freescale™



TEXAS INSTRUMENTS

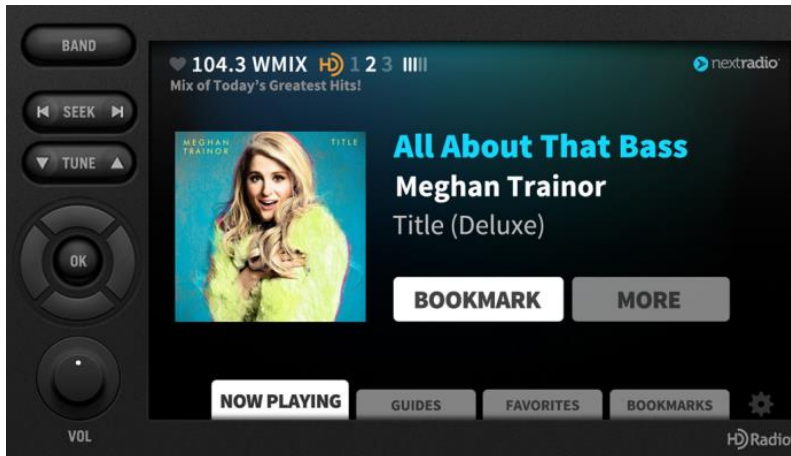
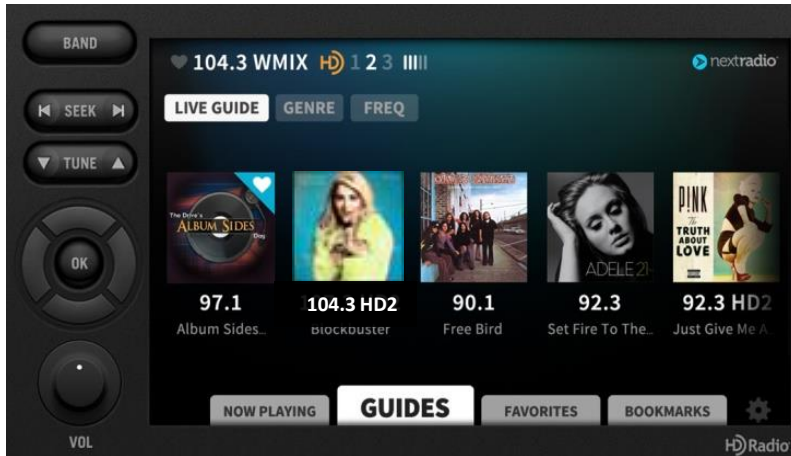


intel

031GO

DTS

Actual Use Case By Customer



BLACKBERRY QNX

Number One Vehicle OS Company









BlackBerry QNX

BlackBerry.

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Ecosystem

BlackBerry QNX Partners with Obigo to Build a Better Browser for Your Car

QNX

12.28.16 / BlackBerry

0 Comments

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Software plays a big role in current vehicles. The best example is your in-vehicle infotainment system. With just a few taps, you can play music from your mobile device, view and manage advanced navigation systems, make phone calls, tap into traffic reports and weather forecasts, all from your car's center display console. Drivers and passengers love these systems and are dependent on them. However, Infotainment has its own challenges to address. Security aside, the infotainment system needs to be able to provide support for the latest and greatest web browser

technology to give the users access to the content they want the instant they want it, whether on the web or off. You do not, after all, want to be fumbling with an unresponsive display when you are on the road.

(This blog is by John Wall, Senior Vice-President and Head of QNX Software Systems)

At BlackBerry, we are constantly seeking ways to improve the vehicle cockpit experience and to enhance our QNX CAR Platform for Infotainment (QNX CAR). This is why we are proud to announce our partnership with Obigo, a leading Korea-based provider of mobile Internet services and browser software. Obigo is working with us to deliver a powerful, Chrome Blink-based HTML5 engine, which will enhance the browser experience of your infotainment systems.

GREENHILLS SOFTWARE

Top Industry leader in Clusters

Green Hills Software **Leading the Embedded World** **INTEGRITY GLOBAL SECURITY**

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Green Hills Software Offers Field-Proven HTML5 Web Solutions Through Partnership with Obigo

Latest Addition to Green Hills Platform for Digital Instruments Delivers Advanced, Scalable HMI Configurations for the Automotive Marketplace

DETROIT, MI — October 16, 2012 — SAE Convergence 2012, Booth #416 — Green Hills Software, the largest independent vendor of embedded software solutions, today announced that it is partnering with Obigo, a leading HTML5 Platform Solution Company with business areas in Automotive, IPTV and Mobile SW solutions, Web applications and services. The two companies will offer Obigo's mature HTML5 web solutions integrated and optimized for use with the Green Hills **INTEGRITY®** real-time operating system and secure **INTEGRITY Multivisor™** virtualization technology—the foundation of the Green Hills Platform for Digital Instruments.

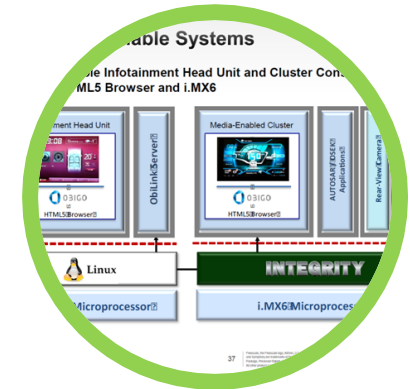
This combination enables automotive infotainment and digital instrument manufacturers to bring scalable, graphics-rich products to market rapidly and cost-effectively, designed with the highest levels of security and reliability, and based on well established HTML5 technology.

Built on Proven Products

With over 800 million units fielded in the mobile industry since 1998 and licensed for use in the commercial automobile market since 2001, Obigo brings a recognized leadership in the browser market to Green Hills Software's customers. Obigo's HTML5 platform offering consists of:

- HTML5 browser
- Web runtime
- Web applications
- Device API extensions

"When combining Obigo's product breadth and experience with the Green Hills Platform for Digital Instruments, developers are enabled to design the most scalable vehicle HMI solutions while delivering the highest performance, security and reliability," commented Dan



STANDARD ACTIVITY

Public Contribution

W3C

—
Obigo contributed
FM Radio API
and Navigation API



GENIVI

—
Obigo contributes
HTML5 spec and Device
API. GENIVI appreciated
Obigo contribution with
the prize



OBIGO

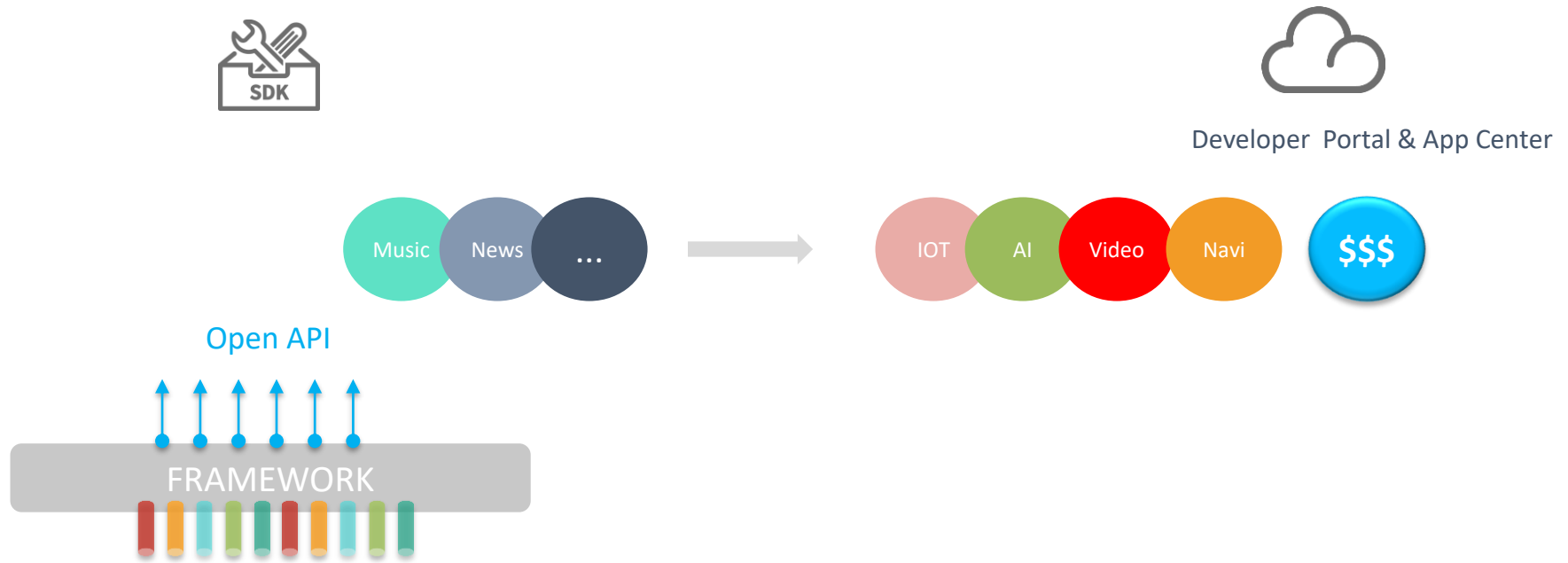


OBIGO VALUE

What We Can Contribute

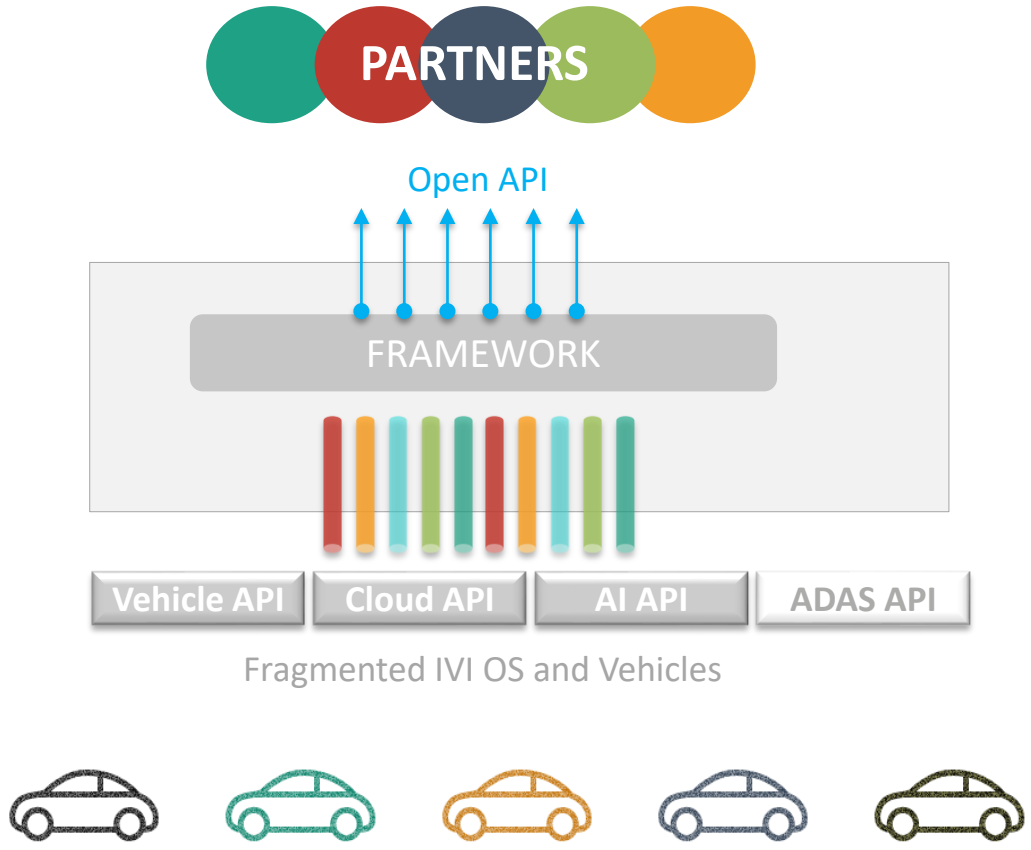
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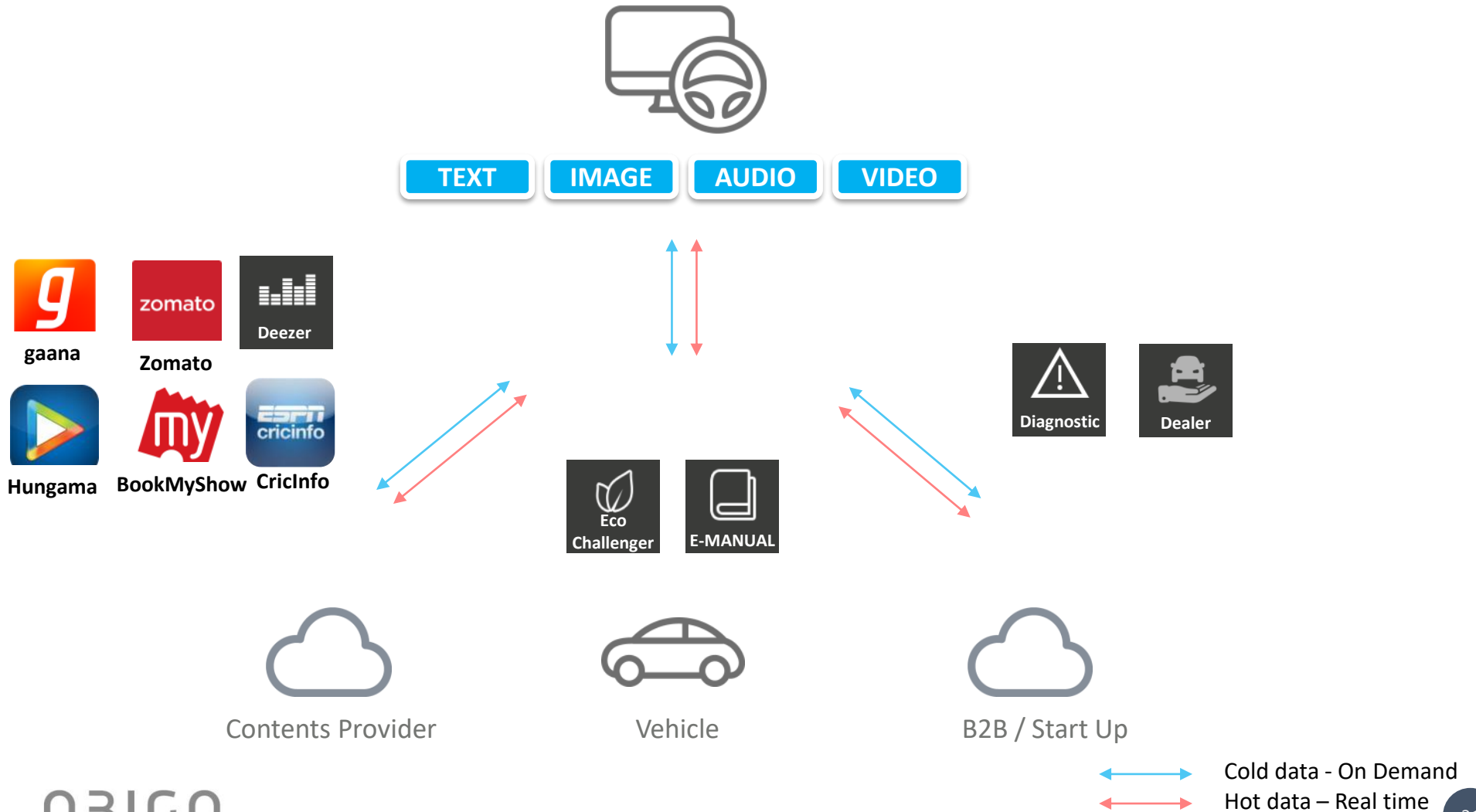
Developer Portal & App Center



SDK & Validation

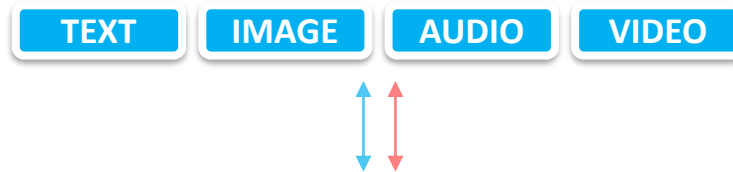
SERVICE PLATFORM

Use Case for Cloud centric API & Vehicle centric API



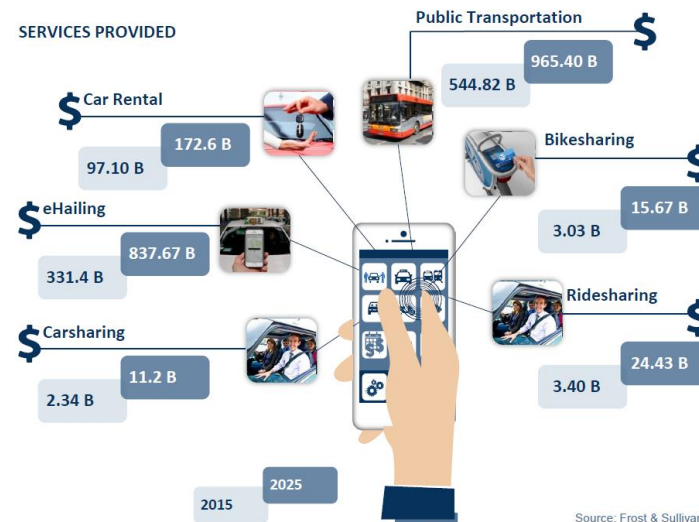
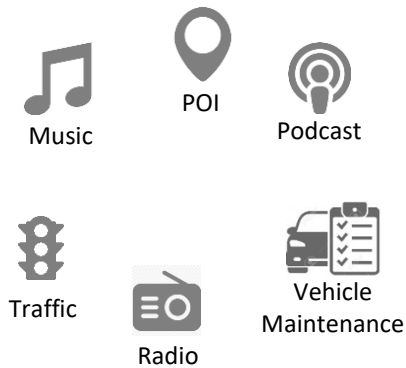
MOBILITY & SERVICE PLATFORM

Use Case for Cloud centric API & Vehicle centric API



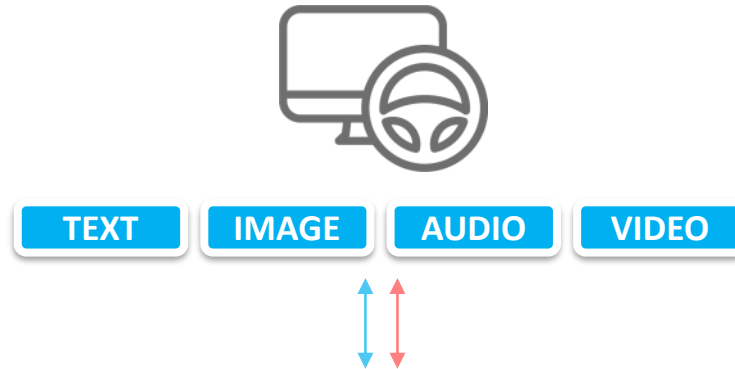
Infotainment

Mobility

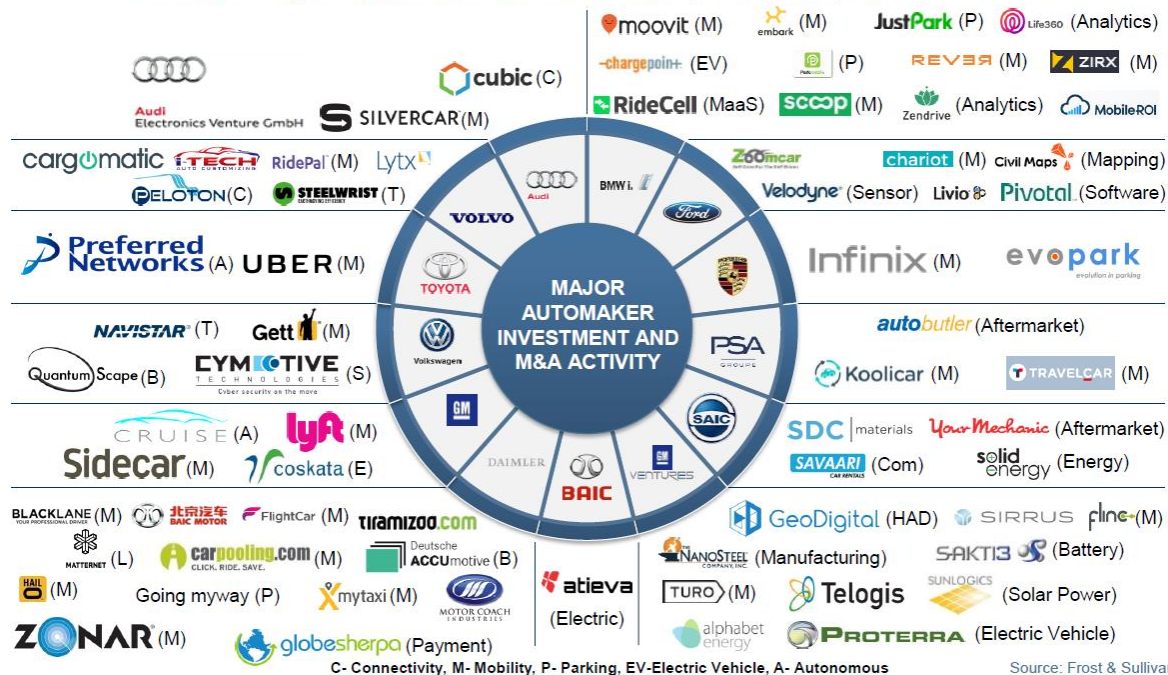


TEXT, IMAGE, AUDIO & VIDEO

Use Case for Cloud centric API & Vehicle centric API



Automotive Digital Transformation Market: Startups Snapshot, Global, 2011–2016





OBIGO

Power to Discover