OSGI at Ford – Vehicle Consumer Services Interface (VCSI)
Mismatch of Product Development Cycles

Automotive Development Cycle

- Concept
- Design
- Model / Prototype
- Test
- Assembly Feasibility
- Mass Production
- 3 - 5 years

Consumer Products Development Cycle

- Concept
- Design
- Prototype
- Test
- Assembly Feasibility
- Concept
- Design
- Prototype
- Test
- Assembly Feasibility
- Concept
- Design
- Prototype
- Test
- Assembly Feasibility
- Concept
- Design
- Prototype
- Test
- Assembly Feasibility

Ken Khangura - The Connected Future: A Vision of Wireless Life

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OEM perspective:
Currently applications are frozen at the time of design (a few years before production)

Result: Applications (and technologies used) could become obsolete by time of production

Consumer perspective:
Applications are frozen at the time of vehicle purchase

Result: Applications (and technologies used) will become obsolete long before the end of the vehicle life
Problem (cont.)

• Cost of new applications
• Too many vehicle models
• Lack of resources
• Lack of structured interface with suppliers
Solution: VCSI

- Interface/proxy between in-vehicle modules
- Platform for hosting Applications
- Standard for writing in-vehicle applications
- Tool for Ford control over design of in-vehicle infotronics solution
- Tool for Ford control over the vehicle throughout the vehicle lifecycle
- Interface with suppliers
- Brand differentiation through applications
Assumptions

- Try to use available standards and technologies
- Invent only when what you need is not available or not sufficient
- Standard should not impose restrictions on new proprietary development

*We can make some assumptions that are not available for standardization bodies*
Wishes

- Communication interfaces (application level)
- Integration of consumer devices (Jini, etc.)