WIND™

DELIVERING THE PROMISE OF THE SOFTWARE-DEFINED CAR

CONNECTED, AUTONOMOUS, AND DRIVEN BY INTELLIGENT SOFTWARE

Carmakers are racing to keep up with demands for technology in which they traditionally have limited expertise. How will they effectively manage software and ensure it lasts throughout the lifecycle of the vehicle? To deliver superior in-vehicle experiences, they must take ownership of the software and begin seeing the car as a deployment platform for new software innovations. This change requires a new model for thinking about the implementation of software—one that lets the OEM fully control the inputs and the outputs.

A STRATEGY FOR OWNERSHIP: THE ACRUE MODEL

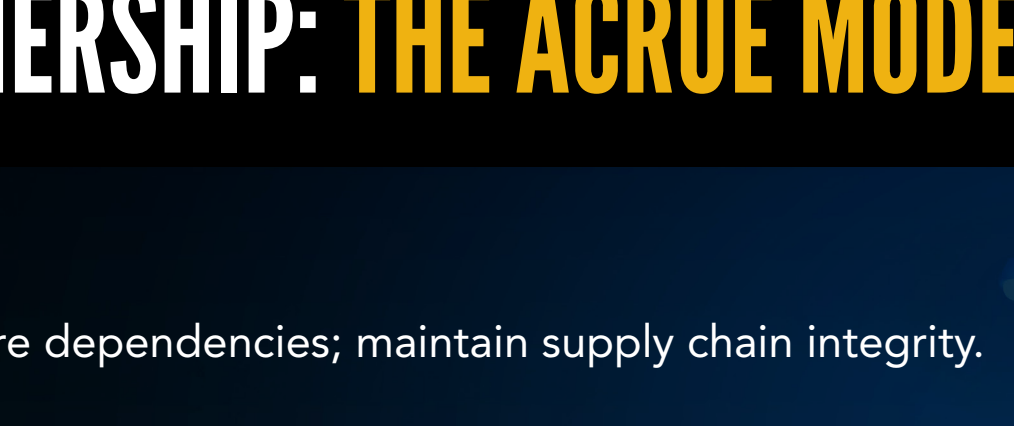
ABSTRACT:
Minimize hardware and software dependencies; maintain supply chain integrity.

CONSOLIDATE:
Lower the overall system cost; use less weight and more security.

REUSE:
Reduce costs of deployment; speed time-to-market.

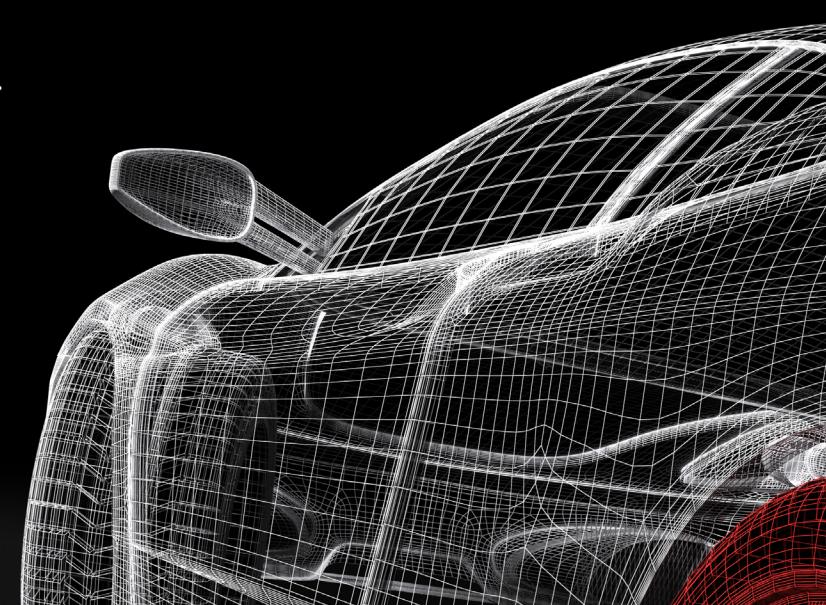
UPDATE:
Respond quickly to software threats; develop more efficiently.

EXTRAPOLATE:
Learn from other domains.



ENABLING OWNERSHIP: WIND RIVER OFFERS

- The market's most tested certified virtualization solution. It allows workloads to be **consolidated** without worry of cross-system contamination.
- A flexible, secure automotive over-the-air update solution. **Updates** ensure system longevity through software lifecycle management.
- Certifiable Wind River Drive adaptive services allow designers to **abstract** applications from the framework and hardware.
- A safe and secure software framework provides a basis for decoupling high value-add content from more operational ele- ments of the stack that can be **reused** to speed development and lower cost.
- Wind River can make tomorrow's cars better by drawing from a heritage in mission-critical industries demanding rigorous levels of **safety and security**.



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