



Cinterion Wireless Modules in the Press

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Engine

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Marcel Visser, vice president, automotive division of Cinterion Wireless Modules. Page 41

“ Cinterion is dedicated to expanding its market leadership based on its well-known differentiators of innovation, high quality, reliability, and direct global customer touch. ”

innovation

Connecting across borders

By Alan Tran

Regular cross-border travel throughout Europe is making it necessary for applications such as toll collect, telematics, fleet management, emergency call and roadside assistance to operate seamlessly across country and network borders.

With its new-found independence from Siemens Wireless Modules, Cinterion Wireless Modules believes it is in a stronger position to react quickly to the changing needs of the market: "last year we gained business entity independence from Siemens and added two more strong points that are crucial for business success - flexibility and speed," says Norbert Muhrer, CEO of Cinterion.

Cinterion recently announced its sixth generation of dedicated automotive grade modules, the AC65i and AC75i, designed to meet the requirements of the European e-Call initiative and add advanced telematics functionality. Both modules are fully type-approved for worldwide GSM networks.

Automotive Industries (AI) asked Marcel Visser, vice president, automotive division of Cinterion Wireless Modules, to share Cinterion's strategy for dedicated wireless modules.

Visser: We are committed to expanding our portfolio of dedicated automotive grade products. Cinterion has also established market-leading tools and processes to support our automotive customers, including special hardware design capabilities such as special thermal design and intelligent temperature management. We have also pioneered software features specifically for the automotive environment, such as remote SIM access and antenna detection to help our customers optimize manufacturing process.

AI: What makes the automotive environment so challenging?



Norbert Muhrer, CEO of Cinterion.



Marcel Visser, vice president, automotive division of Cinterion Wireless Modules

Visser: The wireless technology requirements of automotive industry applications are more complex and comprehensive compared to other M2M applications. Network availability, product

lifecycle management, as well as environmental requirements such as temperature and shock resistance have to be seriously considered and planned for when designing an automotive grade module. We developed a special division devoted to innovating products to meet expanding technology needs of the automotive sector because we understood very early that automotive needs and requirements required a specific design skill set.

AI: What are some of the new automotive related products in the pipeline?

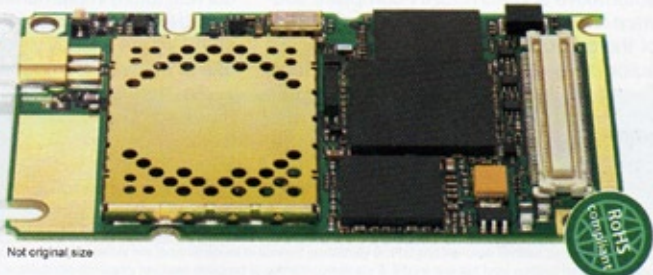
Visser: The latest generation of our dedicated automotive grade products are the AC65i and AC75i. They are prepared for eCall and in addition to Cinterion's standard automotive module features (antenna diagnostics, remote SIM access profile and advanced temperature management) the modules integrate a powerful ARM9 processor to run customer software applications directly on the module.

AI: Tell us about Cinterion's expansion into the US and other new markets.

Visser: The demand for automotive and telematics applications is growing around the world. To meet this demand, Cinterion expanded its presence in the Americas region adding management, sales and application engineering executives. This ensures that customer needs are met throughout the development process - from concept stage to deployment.

In this challenging economic climate, Cinterion was proud to announce in January that it had record-breaking sales in 2008, exceeding \$100 million for GSM/GPRS/EDGE and HSDPA modules in the Americas region. In response, Cinterion expanded its South American team and opened regional headquarters in Sao Paulo, Brazil. **AI**

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