Airbiquity

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Core Competencies

“Vehicle Service Delivery Infrastructure”

• aqLink – Data over cellular voiceband

• Connected vehicle services

• Cloud-based 3rd-party service delivery
aqLink – Ubiquitous Connectivity

Figure 1 – aqLink Context
Services Enabled by aqLink

• Airbiquity-operated
  – 911 Crash Notification
  – Vehicle Diagnostics
  – Fuel Prices

• 3rd-party Cloud-based
  – Ford SYNC
  – GM OnStar
Company History

• Founded in 1997

• Original focus: telematics, M2M, navigation
  – Now: “Just use a 2G/3G Module”

• Primary focus now on connected vehicles
Financials

• Privately-held

• 56 Employees

• 2009 Revenue: $6.40M
Primary Competitors

• AirIQ
  – Airbiquity minus aqLink?

• Verizon Wireless
  – Plus business partner, or OEM?

• AT&T Mobility
  – Plus business partner, or OEM?
Secret Sauce

• aqLink enabling technology PLUS

• Wide variety of in-house services

• Cloud delivery for external services
Future of Airbiquity

• aqLink: still relevant?
  – Verizon LTE “ecosystem” initiative
  – Others to follow?

• Electric Vehicle Solutions
  – Rapid Recharge Stations
  – Eco-routing
  – Emission reporting
Summary

• Present:
  – Solid Revenue
  – 10% transaction growth per month

• Possibly:
  – Facing irrelevance of signature product
  – Facing huge growth in EV services & solutions