

Turning 1 Billion Vehicles Into Connected Vehicles

TomTom BRIDGE: Transforming existing vehicles into connected and safe vehicles with Ficonic Project1B

Drivers have a need to be connected while they're on the road, and 70-80% of drivers admit using smartphones while driving. Helping provide a safer and a more convenient way to meet these needs offers real value for drivers.

Project1B is the all-in-one application that gives the necessary functionality and services to the driver safely. When installed on TomTom BRIDGE, the vehicle, driver and mobile device are all connected.



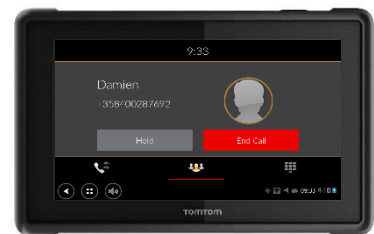
The solution

- Ficonic has developed an application that becomes the homescreen launcher on TomTom BRIDGE, offering a non-distracting and intuitive user interface.
- Making and receiving phone calls or reading out SMS can be automatically facilitated via TomTom BRIDGE.
- Music from MP3s, web radio, podcasts, and Spotify playlists are all integrated into the same application.
- Access is available to third-party vehicle data and Cloud services.

The results

- 70-80% of drivers admit using their smartphone while driving and 77% of drivers are willing to install this type of solution to connect their vehicle. (Source: Ficonic survey, Finland)
- Project1B has an ongoing public pilot testing program, with a launch scheduled for late 2016.
- Project1B's non-distracting user interface and integration of services can ultimately result in safer roads.

“The TomTom BRIDGE with Ficonic Project1B connects every vehicle to its driver, making the roads safer.” ~ Damien De Maya, Director, Ficonic



Type



Software Provider

Website

www.ficonicsolutions.com

Headquarters

Germany

Regions of sale

✓ Europe

POWERED BY
TOMTOM
BRIDGE