

## Automotive Industry Group

Automotive industry is changing the way it delivers the driving experience via host of innovations on Smart Devices. The industry has evolved from basic transportation to smart mobility. The automobiles are becoming connected and smart. Data connectivity in passenger vehicles, vehicle to vehicle communication, vehicle to infrastructure communication, in-vehicle infotainment will no longer be add-ons, but would become the necessity for both the personal and commercial automobiles.

This means that the traditional automotive companies will need to depend on technology companies for innovation and critical intellectual property. The product and brand differentiation will extend beyond the mechanical engineering excellence. They will need to partner with companies which provide connected-cars, connected-driver and connected-customer experiences.

Happiest Minds' experts work with automobile companies and technology companies to help them sustain competitive advantage with integrated solutions based on mobility, cloud, social and analytics. With a comprehensive portfolio of powerful solution accelerators, user experience design abilities, reusable frameworks, tools, productized service offerings and IPs-driven services, we deliver superior solutions that meet our customers' requirements.

The scope of connected vehicle innovations can be classified into four functional areas: telematics, advanced driver assistance systems (ADASs), infotainment and mobility services.



**Telematics  
and Infotainment**



**Fleet Management  
– Logistics**



**Navigation  
Systems**

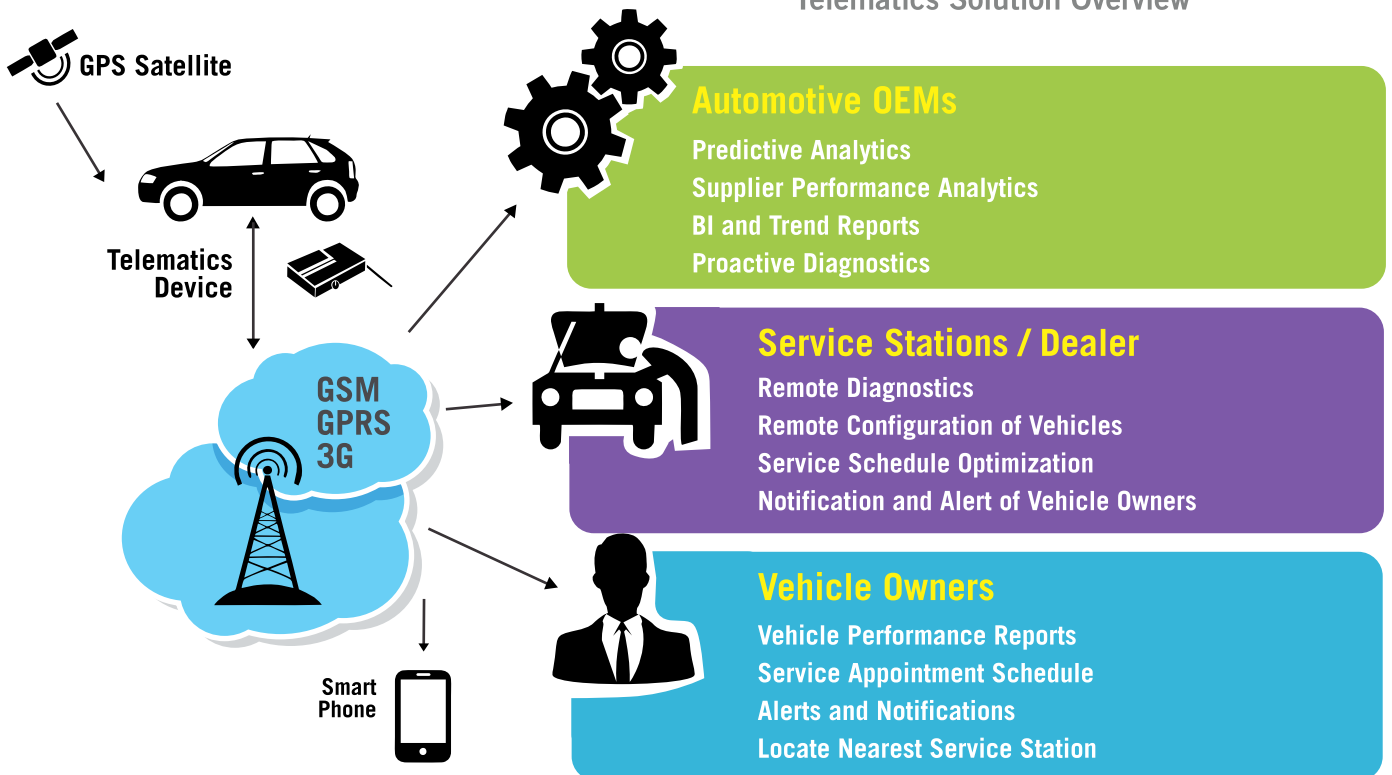


**In-Vehicle  
Diagnostics /  
Management**



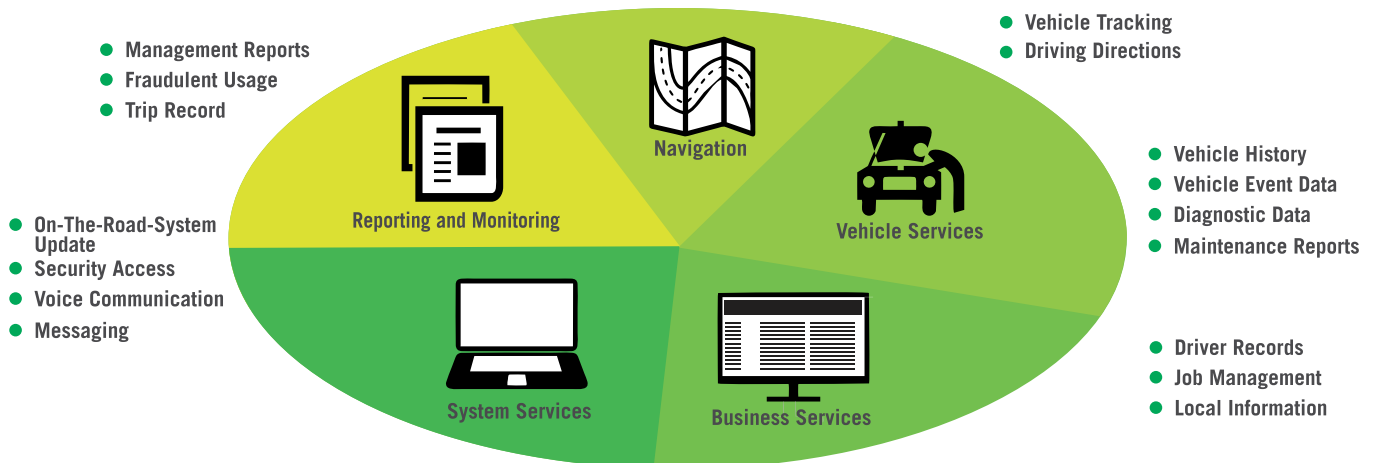
**Hardware Design of In-Vehicle Telematics  
/Infotainment System**

Our Engineering R&D solution portfolio for the automotive industry is primarily supporting Commercial Vehicles around telematics, fleet Management and Advanced driver assistance systems (ADASs) and Passenger Vehicles around Entertainment, infotainment, Safety and Navigation services.



## Happiest Minds' Assests:

- Oxyscope 1000: Telematics device
- Simulators for CAN Bus and Vehicle movement
- Cloud Advisory and Assessment Platform
- Solution to validate mobile applications for geo-fencing scenarios.
- Real Time Analytics, Integrating Real time analytics with batch processing, Log Analytics



### About Happiest Minds:

**Happiest Minds**, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, **AI & Cognitive Computing**, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, **automotive** and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.