Lochbridge Unveils Connected Car Innovations at TU-Automotive Detroit 2016

Company Introduces Suite of Connectivity Solutions and Industry-First Connected Car Maturity Model

Detroit, MI (PRWEB) June 08, 2016 -- Lochbridge, a leading provider of automotive connectivity services and solutions, will be presenting and exhibiting at TU-Automotive Detroit 2016, held June 8th and 9th in Novi, Michigan. Through the company's keynote presentation, newly released maturity model and suite of connected solutions, Lochbridge will demonstrate how OEMs need connectivity to create a competitive edge.

Lochbridge's keynote presentation, Are Your Connected Cars Ahead of the Curve?, will unveil a new model that maps connected car investments to the core outcomes of connectivity – loyalty, differentiation, monetization and quality. Delivered by Raj Paul, Vice President of IoT & Connected Services, the presentation will show how connected solutions – including predictive analytics, OTA updates and digital integration – can be leveraged to achieve these outcomes. Using this model, Raj will present an industry scorecard to highlight how well OEMs today are applying connected solutions to gain a competitive edge. Lochbridge's keynote presentation is scheduled at 2:00 p.m. ET on June 9th.

At TU-Automotive Detroit 2016, the Lochbridge team will also be showcasing a suite of new connected vehicle solutions:
• Risk Analytics – Demonstrating how Usage Based Insurance (UBI) progresses in parallel with the future world of Urban-Mobility where drivers will carry a "lifetime-driving-score". In collaboration with Harris Corporation integrating the Helios environmental intelligence platform, traditional driving behavior data, such as hard braking and accelerating, is combined with real-time contextual data, such as road conditions and environmental conditions.
• App Certification Ecosystem (ACE 2.0) – Providing a cloud based "virtual bench" that allows developers to bring new ideas to life faster while offering OEMs control of the application development, certification and support process.
• IoT Device Management Platform – Enabling car manufacturers to extend new vehicle enhancements and manage recalls through a single solution. The solution provides OEMs a robust device management and Over-The-Air capability (OTA) supporting upgrades en masse or at an individual level.
• Fleet Management – Integrating Oracle's IoT Cloud Service platform, the new fleet concept demonstrates how device tracking, management and analytics can be deployed with rigor rapidly.
Hands-on demonstrations of all four connected solutions will be available at Lochbridge's exhibit – located at booth number 204.

"It's no longer about developing new and cool features. Connected car solutions need to provide automakers a competitive edge in the market and help create a great customer experience," said Romil Bahl, Chief Executive Officer, Lochbridge. "We are excited to debut our new model and a suite of solutions that will allow our automotive clients to unlock new opportunities, drive growth and create value."

For more information about Lochbridge, visit www.lochbridge.com or at TU-Automotive Detroit 2016, booth 204.

About Lochbridge

Lochbridge is a pioneer in automotive connectivity. Since 1999, our award-winning deployments have enabled 1 billion connected car interactions and helped automakers realize over $1.5B in new annual revenues. Working with our OEM, hardware, software, and content partners, Lochbridge builds the connected pipeline to the car, enables new digital vehicle experiences and provides clients the power of prediction via analytics.

For more information, please visit www.lochbridge.com.

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