LOCHBRIDGE

Lochbridge Showcases "Automotive-Grade App Factory" and Enhanced Infotainment Concepts at 2014 Connected Car Expo

Company showcases in-vehicle applications adapted to the car and for the driver

Lochbridge, a leader in enterprise and emerging technology services, will exhibit at this year's Connected Car Expo, held Nov. 18-20 at The Los Angeles Convention Center. Located at booth CCE-14, Lochbridge will demo the essential elements of its Automotive-Grade App Factory™ as a precursor to a new solution being unveiled at CES 2015, as well as several new and updated connected car and infotainment concepts.

The Automotive-Grade App Factory will allow OEMs and developers to design, build and test applications in a more accessible and efficient way. Working with leading content and app providers such as Beats Audio, Kaliki – The Audio Newsstand - miRoamer and NPR, Lochbridge has demonstrated how apps can be successfully developed and adapted for an automotive context through:

- Design: Ensuring user interfaces are created for the car context by presenting information in proactive ways that minimize distractions and reduce "menu diving."
- Integration: Leveraging the power and controls already available within the vehicle to create a seamless experience.
- Performance: Providing the adequate insight and backup needed to ensure apps consistently work and OEMs can maintain control of the environment.
- Flexibility: Developing solutions that are able to accommodate a variety of interoperability standards and/or platforms as they emerge and change over time.

"Our goal is to create robust applications that are built to operate flawlessly and designed with drivers, dealers and OEMs in mind," said Raj Paul, Vice President of Automotive and Emerging Technologies, Lochbridge."Automotive-grade apps aren't just mobile apps placed into a vehicle – they require higher design, integration, performance and flexibility standards that keep drivers safe while still meeting their needs."

While on-site, Lochbridge will also present the next evolution of its LAYR infotainment concept, featuring new contextual and adaptive features. Launched earlier this year, LAYR provides a safer, more efficient alternative to today's app-centric, menu-driven connected vehicle systems. This updated version, created in partnership with Trafficland, integrates live traffic camera feeds into the user interface.

The company's myLifeSync app will be demonstrated in Ford Motor Company's booth as part of its Connected Car-Connected City App Pursuit. Using data generated by Ford vehicles and more

than 200 data sets recently released by the City of Los Angeles, the competition challenged more than 60 developers to create innovative apps that enhance or redefine the automobile's role in the connected world. myLifeSync processes information from the cloud and aggregates real-time data to provide personalized guidance to the driver while minimizing distractions, including: preferences, needs and work schedules.

For more information about Lochbridge, visit its new website at www.lochbridge.com or stop by booth CCE-14 at the 2014 Connected Car Expo.

About Lochbridge

For over four decades, Lochbridge has been a trusted technology partner to enterprises worldwide. Lochbridge develops technology strategies that drive growth; delivers systems that are the backbone of leading enterprises; and transforms businesses through emerging technologies, including mobile, Internet of Things (IoT) and Big Data analytics. Lochbridge continues to deliver the quality and reliability that our customers rely upon while ensuring their technology continues to elevate their businesses. For more information, please visit www.lochbridge.com.