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Success Story – Vehicle Launch Supported by Puma MOST

Customer Need

The luxury sports car manufacturer launched its product with an infotainment system built on MOST architecture. MOST (Media Oriented Systems Transport) is a multimedia network technology developed to enable the efficient transport of streaming, packet and control data in an automobile, and is the communication backbone of an infotainment system in a car. MOST defines the protocol, hardware, software and system layers, that are necessary for the high-performance and cost effective transport of real-time data in a shared medium.

The infotainment system within the vehicle was very complex, supporting a number of medias including sound, telephony, navigation, car environment controls and general imagery. The central infotainment console within the vehicle operates from a main screen unit, storing and utilizing very high

volumes of software code, capability and functionality. At pre-production press launch, development and integration activities were still be implemented, resulting in frequent updates to software and firmware attributes. These updates (often totaling many MB of data) took in the order of 2 hours of upload time, supported continuously by expensive R&D and Engineering staff.

Movimento's Solution

Movimento's MOST development activities had resulted in the Puma MOST SLD (Software Loading Device) product - this (alongside a customized PC application interface also developed by Movimento) would allow the large scale software updates to be introduced to the vehicle directly onto the MOST circuit. Normally, software updates would be delivered via the vehicles CAN network – due to data speeds not being able to support high

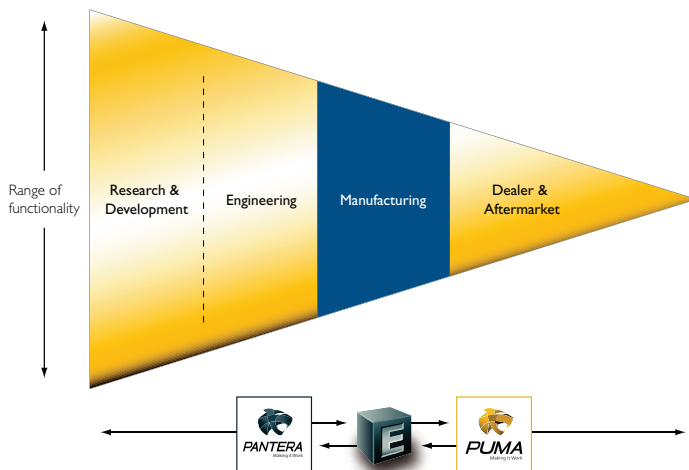


volumes of code, the 2 hour upload time via CAN was something which was effecting the OEM's productivity and efficiencies.

Achieved Results

By pre-loading the software update onto the Puma MOST inbuilt SD memory card, directly connecting the Puma MOST SLD to the vehicles MOST network (either the control or asynchronous channels) and then initiating the PC application, the software update was delivered to the vehicle in less than 20 minutes (a 600% saving in engineering time and expense). This increase in performance allowed for a number of public and press pre-launch events to be delivered in the most economically effective way, with vehicles fully operational and to the latest levels of functionality.

Movimento is further developing its MOST product portfolio, to include data-logging and standalone software upload functionality, thus providing the automotive industry with additional advanced MOST network support, which can be used across the product lifecycle (in R&D, Engineering, Manufacturing and After Sales Support environments).



E-script joins Movimento's software and hardware to a platform providing solutions throughout all phases