

*Ficosa Technology takes part in the annual workshop hosted by the American  
“NVA - Networked Vehicle Association”*

## **Ficosa presents its innovations in automobile communications to the United States**

**San Francisco (USA) / Barcelona (ESP), May 18<sup>th</sup>, 2010** – This past April in San Francisco, Ficosa’s Innovation and New Technologies Division presented its latest innovations in advanced automobile communications at the annual workshop hosted by the American “NVA - Networked Vehicle Association”.

Through these workshops, the NVA provides a meeting place for the different global players involved in the mobility and automotive ICT. They allow companies to present their latest innovations in these fields, as well as to share experiences, discover technological opportunities, and create synergies among manufacturers, providers, universities, and administrations.

NVA invited Ficosa as one of the leading provider companies for vehicle communications systems, due to its experience in the integration of these systems into the automobile and the growing portfolio of the Spanish multinational’s technological products, such as its system of “invisible” antennas based on fractal technology – the only one of its kind -, or its vehicle-vehicle and vehicle-infrastructure telematics module, made to incorporate, among other services, emergency calls in the event of an accident (e-Call), which all vehicles in Europe will be required to carry starting in 2014.

Ficosa actively took part in the workshops, presenting these recent innovations as well as the different solutions it is developing for the “invisible” inclusion of antennas on vehicles. For example, single-system antennas located in the rear or side-view mirrors – with all the benefits that would offer vehicle manufacturers -, or directly integrated into composite of the automobiles’ roofs.

From its technological centre in Detroit, Ficosa took one of its “demo cars” to San Francisco, equipped with the aforementioned technologies, which the participants were able to test on the ground. In these tests they were able to see how Ficosa’s communications module gave the car total connectivity to the outside world, allowing for the emission and/or reception of all types of information and/or services, such as an Internet connection, digital TV reception in the car, and managing connections via satellite, among many others.

The conference was attended by executives from companies such as Volvo, VW, Nissan, GM, BMW, Ford, Daimler, AT&T, Verizon, Deutsche Telekom, Alcatel-Lucent, Cisco, IBM, HP, Intel, Ericsson, Hughes Telematics, State Farm, Bosch, Denso, and Michelin, as well as by various universities– Stanford, Berkeley, Toronto... - and governmental agencies from the United States and Canada.

After the workshops, Duraid Antoon, Sales Director for Ficosa North America, and Ramiro Quintero, Ficosa’s Technical Director for Advanced Communications, declared that, “the workshop was very interesting. We left with an accurate, global vision of what’s going on in the current market and what leading companies worldwide are doing with an eye to the future; we also learned, for example, the needs of governmental agencies in terms of their mobility plans based on “connected” vehicles, as well as seeing what other provider companies are proposing. In that sense, we think Ficosa is very well positioned; our products and innovations were very well received, and without a doubt we can, and want to be, a key element in this entire process.”

As a result of the conference, Ficosa established various pre-agreements for commercial and technological collaboration and/or monitoring with other companies, universities, and North American governmental agencies working on the strategic definition of connectivity in their future models – which is the case with automobile manufacturers -, and on the standardization of communication protocols that facilitate the compatibility of these systems with the environment, moving towards “smart” automobiles, thereby making them safer and more sustainable.

**For more information, please contact:**

Xavier Gispert - Communications and Public Relations

FICOSA – Ph. +34 93 216 34 00 - [corporate@ficosa.com](mailto:corporate@ficosa.com) / [www.ficosa.com](http://www.ficosa.com)