Vehicle-mounted terminals—Smart, or not so smart?

Carolyn Mathas - July 01, 2013

Vehicle-mounted terminals are rolling out so that you too can have your complete office in your car. Am I alone here? Do I want my complete office in my car at all times? I know what happened when I moved my office into my home—I can’t pass up the computer without answering emails, take calls at all hours, and wonder why I have no free time.

Borqs, the vehicle-mounted terminal developer indicates that in 2012, 15.495 million passenger vehicles (cars, SUVs, and others) were sold in China, a growth rate of 7.1 percent from the previous year. An EnfoDesk report titled “The Quarterly Report of China's Pre-installed Vehicle Navigator Market” revealed that shipments of before-market vehicle navigation systems had increased dramatically during the 2nd quarter of 2012 to 361,000 units in total. This represented an increase of 22.9 percent over the previous year. In the 4th quarter, this number rose further to 342,000 units, an increase of 9.3 percent over the previous quarter. Additionally, the after-market demand for commercial vehicle navigation systems is also rising.

The company explains that owners want to be able to simultaneously change destinations, check out local geography and weather conditions, enjoy unrestricted videophone calls and high-speed web browsing, watch HD video on demand, play online 3D games, interact via voice, and use other data-intensive interactive applications. The Borqs Smart Vehicle Mounted Platform enables all of it.

What Borqs has done is edesign Android for vehicles for an open, flexible, and secure vehicle-mounted OS that leverages satellite positioning and inertial navigation technology provided by Beidou. The sophisticated systems also rely on network-assisted positioning technologies, for accurate full-time navigation services across all topographies.

TD-LTE integrates a high-speed wireless data cloud, providing users with dynamic and intelligent navigation services. The Smart Background Vehicle Management System makes it easy to simultaneously monitor, supervise, and dispatch up to two passenger vehicles and one hazardous cargo vehicle, all in real time.

The Borqs Smart Vehicle Mounted Terminal uses Android 4.1, offering a feature-rich UI with simplified workflows, all adapted to the specialized habits of customers. The device is also future compatible, supporting mobile Internet technologies such as HTML5 and IPv6.

While maybe I get this for fleet management, but for people who can’t keep their thumbs off smartphone keys when they’re driving now, the last thing I would want to give them are more excuses to take their eyes off the road where I might be driving. Just sayin.