**Introduction**

- **digital.auto**
  - OEMs
  - Use Cases
  - Open
  - Ecosystem
  - Partners
  - Co-Creation
  - Customer Experience

**Digital Value Stream**
- Exploration
- Prototyping
- MVP/SOP
- Productization
- Operations
- Continuous Improvements

**Customer Need**
- Software-first
- Service-architecture
- Vehicle Apps
- OTA

**Customer Value**
- Signal2Service
- AIoT
- Digital Twin API

**SdV**
Why?

The Big Shift
Revenue pools of the car industry today and tomorrow

- **ICE Revenues**
- **EV Revenues**
- **Software-enabled Revenues**

<table>
<thead>
<tr>
<th></th>
<th>Today</th>
<th>2025E</th>
<th>2030E</th>
</tr>
</thead>
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<td><strong>Total</strong></td>
<td>&gt;2 € tn</td>
<td>&gt;3 € tn</td>
<td>~5 € tn</td>
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*Schematic overview based on internal and external analysis
Navigating the uncharted territory

Digital Capabilities

- Exploration
- Customer Feedback
- Monetization
- Prototyping
- Simulation
- Requirements Validation

Digital Value Stream

Physical Value Stream

AI
SdV

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CVI Catalogue
Browse, explore and enhance the catalogue of Connected Vehicle Interfaces

Prototyping
Build and test new connected vehicle app prototypes in the browser, using Python and the CVI catalogue

User Feedback
Collect and evaluate user feedback to prioritize your development portfolio

Industry Partners

Standards & Open Source

Academic Partners
from ACME_Car_ICE_v01 import Vehicle

vehicle = Vehicle()

print("->", await vehicle.Body.Hood.IsOpen.get())
Aligning the value streams

**Digital Value Stream**

- digital.auto Playground
- COVES A VSS & Eclipse KUKSA
- VCU/HPC

**Physical Value Stream**

- Basic test service
- Experience Simulation
- ECU for required sensors/actuators

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Thank You!

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