

Cutting-edge technology hits the road

Red Bend Software is a company that provides a time and money-saving technology for the automotive industry. They allow software within the car to be updated over the air (OTA) instead of having to waste hours at the dealership explains Yoram Berholtz, Director, Business Line Manager, Automotive at Red Bend Software. The market leader in mobile software solutions for the automotive industry held one of the key presentations at the AT&T Developer Summit at the 2015 Consumer Electronics Show (CES). The event was an opportunity for showcasing the industry's notion of the future of the car: an autonomous, connected entity with plenty of technology on board.

Mr. Berholtz says CES 2015 it was a very good show for the company. "It was clear to see the industry is aiming towards the autonomous cars. I saw more and more emphasis on the interaction between driver and car. The message is that the car will be more connected with software," he states.

That's precisely where Red Bend Software comes in. They developed technology that shrinks automotive software updates to 5% of the original size and enables the updates to be delivered over-the-air (OTA). That means reduced waiting times for the car owner and less money spent for OEMs. With 40% of the recalls inside

cars being related to software, optimizing the update of the software means a great deal.

A modern car consists of many computers inside. Some of them are big, like the infotainment system, or the engine controller and accessories controllers. Red Bend's technology has been designed to reach and update all software at once.

Having a connected car is a way to improve brand-client relationship by adding new features and functionality thanks to OTA updates to the software. For example, adding a new application for finding the perfect parking spot.

"With the OTA capabilities you can update the software of the infotainment system to find parking spaces in the city. The opportunities are enormous and it all depends on the OEM and the acceptance of the users," Mr. Berholtz says.

Red Bend Software is one of the leaders in the market, and their solutions reach one million cars in the world. Their competitive edge, according to Mr. Berholtz, resides in their ability to shrink, organize and secure the updates to save time, money and hassle for both car owner and manufacturer.



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