

Dynamic Points of Interest

Dynamic Points of Interest (DPOI) Basics

Dynamic points of interest (DPOI) are sets of location information (hotels, gas stations, airport terminals etc.) with co-ordinates, description and attached multimedia. DPOIs are kept in separate Internet-accessible storage areas and can be shared by multiple subscribers, who can submit, receive, filter and manage DPOIs as when drive, as well as from regular PCs or PDAs.

Luxoft's approach to DPOI

Luxoft's approach to Dynamic POIs assumes the use of regular automotive head units, but extends navigation and online access functionalities, and can be used with most pre- or post-installed devices. It is also possible to extend this technology to handheld PND, PDA and smartphone devices without significant additional investment.

Luxoft used the basis of three principles:

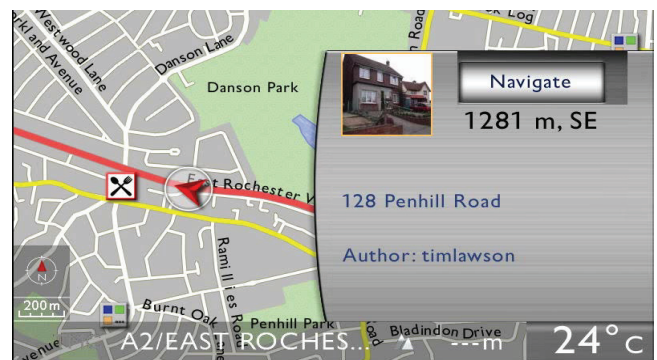
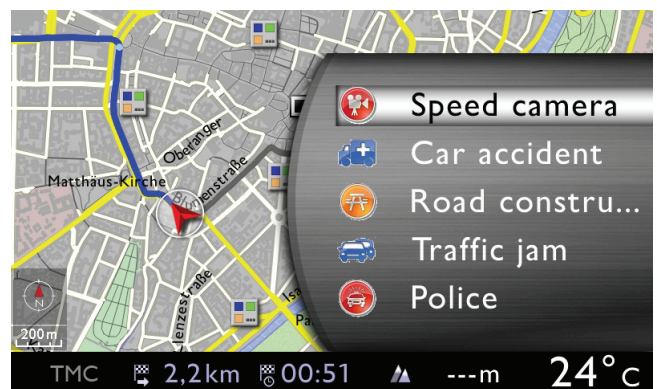
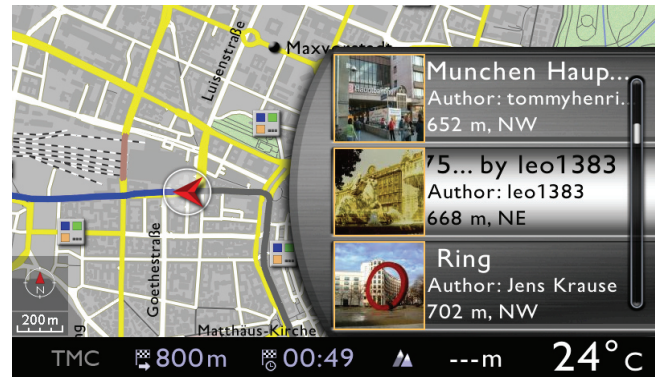
- **Real time access:** all events must meet in-vehicle rate of events and must not be too slow for real use
- **Integration and scalability:** the entire solution must be open to involve more data sources and provide more services, including ones not presumed during
- **Minimum data traffic.** Currently, mobile communications are not very fast or cheap, especially when we talk about communicating to a quickly moving object like a car, therefore data sent from the land infrastructure must be as short as possible the design phase

Luxoft's DPOI manager

Luxoft's DPOI manager employs a very light and simple land infrastructure, integrating with existing network data services (including open and free web information locations), and is fully scalable. It can also be customized with branding for each automotive company according to their requirements.

Storages:

- Dedicated server
- Becker Club
- Google/Yahoo/other services



Advantages of DPOI

- DPOI enable the user to view the environment around them; quickly retrieving information about the objects he sees or drives nearby. It is important as the car itself significantly restricts access to information about things not directly located on the drive and somehow marked for identification.
- DPOI provides the user with additional opportunity of social interaction. Being able to notify other users about the interesting places on the route, the driver becomes not just a passive consumer of the pre-generated information, but an active user, who can impact and add value to the community.