



Bosch launches Telematics eCall Plug at CES2018 Plug-in collision detection and analysis of driving

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- ▶ Provides driver behavior data for multiple usage-based business models
- ▶ Plugs into a standard 12V DC car power outlet, providing easy fit in any car and no hacking risk
- ▶ Best-in-class Bosch technology derived from airbag development

At the 2018 international CES in Las Vegas, USA, Bosch Connected Devices and Solutions will announce the Telematics eCall Plug (TEP), a retrofit plug-in sensor device. It delivers precise event data such as driving behavior and crash detection for telematics, fleet management and insurance applications. The smart sensor device easily plugs into a standard 12V car cigarette lighter socket.

Data from the TEP enables innovative usage-based business models, e.g. for insurance purposes, however, it is also setup to be adopted by fleet operators and automobile clubs. The device's eCall function registers car crash severity and can help to save lives by enabling faster emergency response times.

Data-based insurance

The TEP intelligently utilizes its built-in sensors and microcontroller to reliably and accurately track driving behavior parameters such as acceleration, braking and cornering forces, then transmits this data to the driver's smartphone via Bluetooth. Bosch's long-term expertise in crash detection and airbag controllers guarantees high quality data, while the cost-efficiency of this new device makes it a very viable alternative to standard 'black box' or OBD-dongle solutions.

The collected data can be used to help improve safety by identifying aggressive driving behavior and enables more personalized behavior-based insurance, by rewarding safe drivers with discounts on premiums. The data can also help insurers to identify and reduce fraudulent claims. The device can build closer customer relationships through gamification and more frequent customer contact.

Fleet operators can use the acquired data for monitoring driving behavior.

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Improving automotive safety

The TEP's eCall function uses acceleration sensors and intelligent embedded algorithms to detect car accident events and their severity. It communicates with the driver's smartphone via Bluetooth. Accident alerts are sent to a call center via smartphone.

The call center can subsequently automatically and quickly contact the emergency response services – speeding up response times, potentially saving lives. In less extreme situations, the call center can trigger roadside assistance.

Flexible and easy to implement

The TEP has three configurations: the eCall function only, the driving behavior data only, or both functions. It neatly plugs into the standard 12V DC car outlet, making its retrofit installation quick and easy in any type of car. There is no connection to the car's IT infrastructure, where any risk of hacking is eliminated.

Bosch also offers a Software Development Kit (SDK) for the TEP, which contains everything a Service Partner needs for the development of a retrofit automotive telematics solution. The SDK supports both Android and iOS operating systems, and makes communications between a smartphone app and the TEP straightforward, utilizing the benefits of the Bluetooth Low Energy (BTLE) platform.

Press Contact

Press who would like to meet with Bosch Connected Devices and Solutions may contact Embedded PR, Anja-Maria Hastenrath, phone: +49 89 64913634-11, email: ah[at]embedded-pr.de.

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Bosch at CES 2018:

- **PRESS CONFERENCE:** In Ballrooms B, C, and D, Mandalay Bay Hotel, Las Vegas **South Convention Center, Level 2**, from **8:00 to 8:45 a.m. local time on Monday, January 8, 2018.**
- **BOOTH:** Tuesday to Friday, January 9–12, 2018, in the Central Hall, booth #14028
- **FOLLOW** the Bosch CES 2018 highlights on Twitter: **#BoschCES**

- **PANELS WITH BOSCH EXPERTS:**

- **Tuesday, January 9, 1:30 – 3:15 p.m.** (local time)
“[Connect2Car: Next-Gen Automobility](#)” session with Kay Stepper, Vice President of Bosch in North America, head of driver assistance and automated driving,
Las Vegas, Convention Center, North Hall, N256
- **Wednesday, January 10, 2018, 1:45–2:30 p.m.** (local time)
“[Connected Vehicles in Connected Ecosystems](#)” session with Mike Mansuetti, President Bosch North America,
Smart Cities Conference, Westgate.
- **Thursday, January 11, 2018, 11:30 a.m to 12:30 p.m.** (local time)
“[The Future of Robots at Work and Home](#)” session with Phil Roan, Senior Engineer Robotics, BSH Hausgeräte GmbH,
Las Vegas Convention Center, North Hall, N258

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Bosch Connected Devices and Solutions GmbH was founded in 2013 as a wholly-owned subsidiary of Robert Bosch GmbH. The company develops and markets networked devices and tailor-made solutions for the Internet of Things. The consolidated expertise in the areas of electronics, sensor technology and software is able to create new business models for global markets. Bosch Connected Devices and Solutions is headquartered in Reutlingen, Germany. In 2015, additional subsidiaries were opened in Chicago, USA and Shanghai, China, and in 2016 a sales office was added in Singapore.

More information is available at www.bosch-connectivity.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).