

RIGHTWARE

FEW STORIES FROM THE ROAD

SEPTEMBER 2017

HELLO

Tero Koivu
Vice President
Kanzi Product Development



- Co-founder and head of product development
- Previously worked at Futuremark and Rovio
- Technical and Design background
- Motorsport enthusiast

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RIGHTWARE

IN A NUTSHELL



RIGHTWARE

IN A NUTSHELL

KANZI

Product family for
automotive HMI's

60+

Employees
in Finland, US, Germany,
France, Italy, China, Japan
and Korea

35+

Automotive brands
developing with Kanzi

30% MARKET SHARE IN DIGITAL CLUSTERS

WE OFFER

- Worlds best HMI's created with Kanzi
- High frame rate, fast startup, robust
- Photorealistic 2D/3D UI
- Modern approach to connected car development
- 10x saving in development time



Audi Virtual Cockpit
created with Kanzi

CURRENT STATUS

- 20+ Millions Kanzi Powered cars secured
- VW group largest customer, Audi leading the way
- Production programs ongoing with 35+ car brands
- 35 companies have joined Kanzi Partner Program



COMPANY FACT SHEET

- Founded in 2009
- Funded by Inventure, Nexit, TeSi & Tekes
- Net Sales 2016 ~6m€
- ~50-90% growth for last 4 years
- +60 employees, average age 34
- Acquired in 2017; subsidiary of Thundersoft



Karma Revero Infotainment powered by Kanzi

- HQ: Helsinki, Finland
 - R&D
 - Design Services
 - Product Management
 - Marketing
 - Management
- Sales & Customer Support offices
 - US: Detroit & Palo Alto
 - Germany: Erlangen & Munich
 - UK: London
 - Italy: Torino
 - Korea: Seoul
 - Japan: Thundersoft offices
 - China: Thundersoft & e.Planet offices

COMPANY HISTORY & TIMELINE



1997

Futuremark is spun off from Remedy.

2008

Futuremark presents demonstration of future digital car UI to Audi management

2009

Rightware is founded at end of 2009 when Futuremark spins off its Mobile & Embedded Benchmark unit

2010

Rightware opens office in Shanghai. Strong focus on mobile industry alongside with automotive industry

2012

Audi starts shipments of the new A3 model. First appearance of Kanzi powered HMI in production vehicle

2013

With new CEO, Rightware focuses fully on promising automotive UI market.

2014

Audi launches the state of the art Virtual Cockpit at CES 2014.

Audi as public reference Rightware closes production programs with ~10 other OEMs

2015

Audi rollout continues with Q7, A6, A4, etc. Other brands start shipping Kanzi based HMI's

Designer-oriented Kanzi 3.0 is launched to support growth in developer base.

Opening of Detroit office and divestment of Benchmark unit

2017

Over 35 car brands are developing or shipping with Kanzi

Rightware becomes a subsidiary of Thundersoft. Joint strategy for new complete automotive software platform

KANZI PARTNER PROGRAM MEMBERS

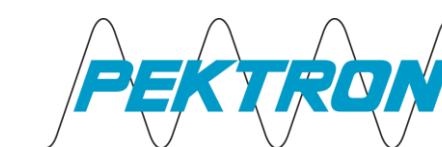
Tier 1



SoC/GPU & ISV



Tier 2 and Training

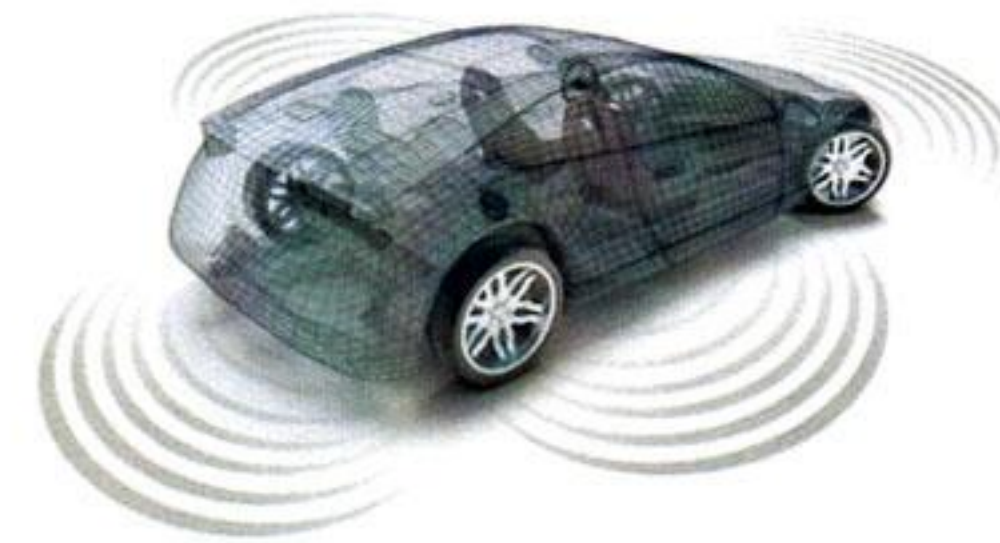


Design





WE ARE LIVING INTERESTING TIMES



WE ARE IN THE MIDDLE OF AUTOMOTIVE REVOLUTION



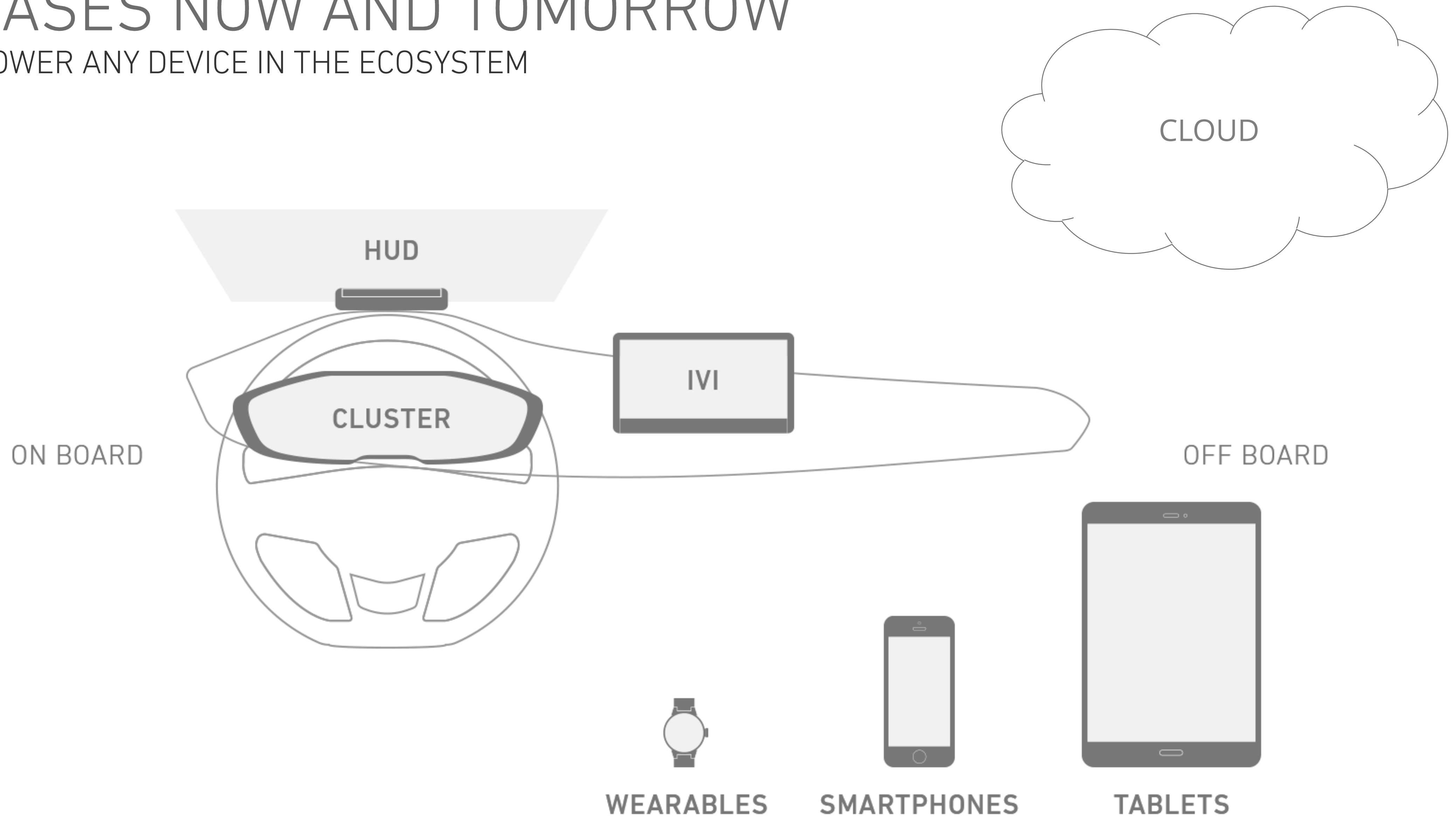


WE MUST CONSTANTLY IMPROVE

EXPANDING FROM GRAPHICS EXCELLENCE TO CONNECTIVITY

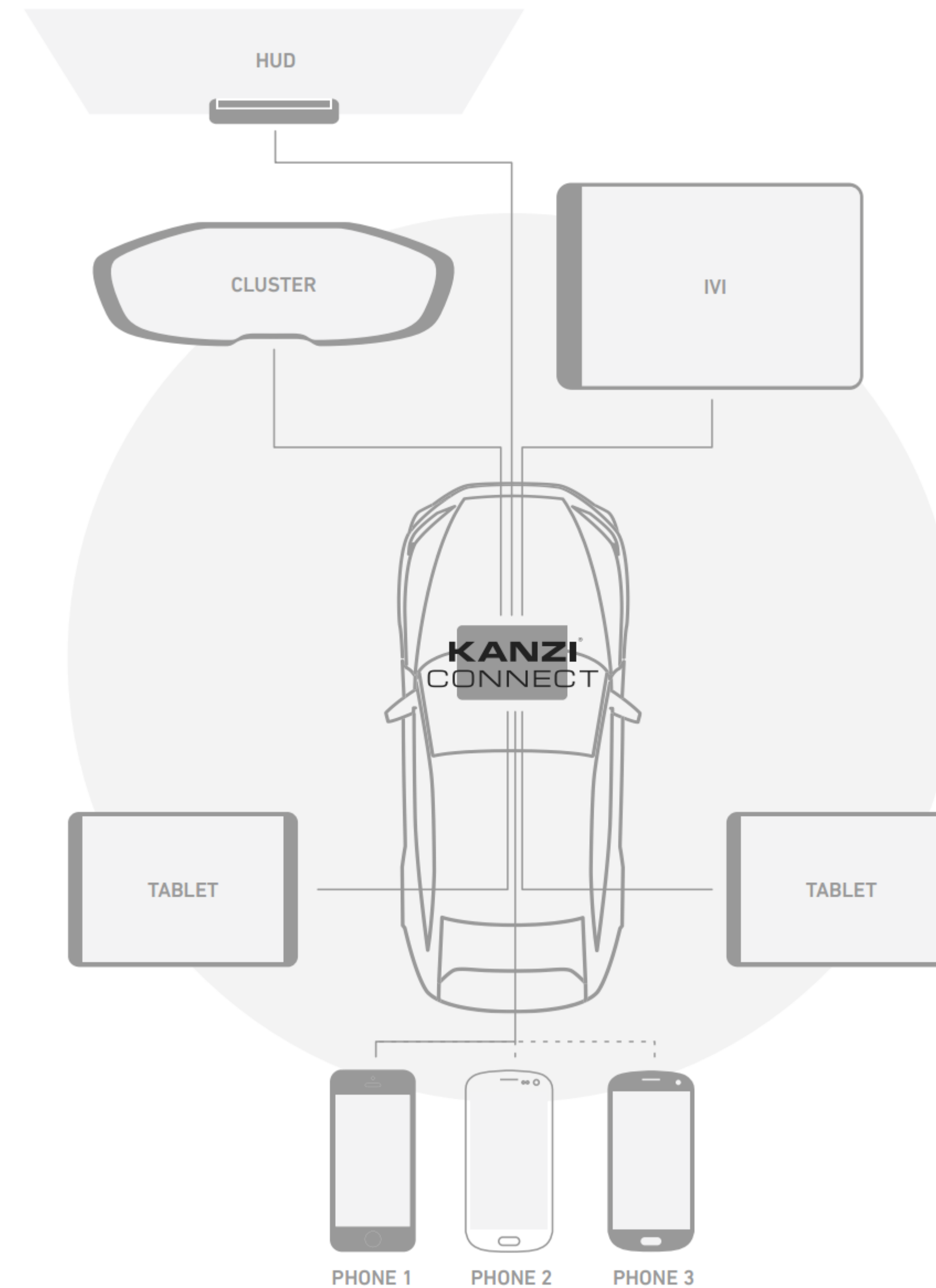
USE CASES NOW AND TOMORROW

KANZI TO POWER ANY DEVICE IN THE ECOSYSTEM



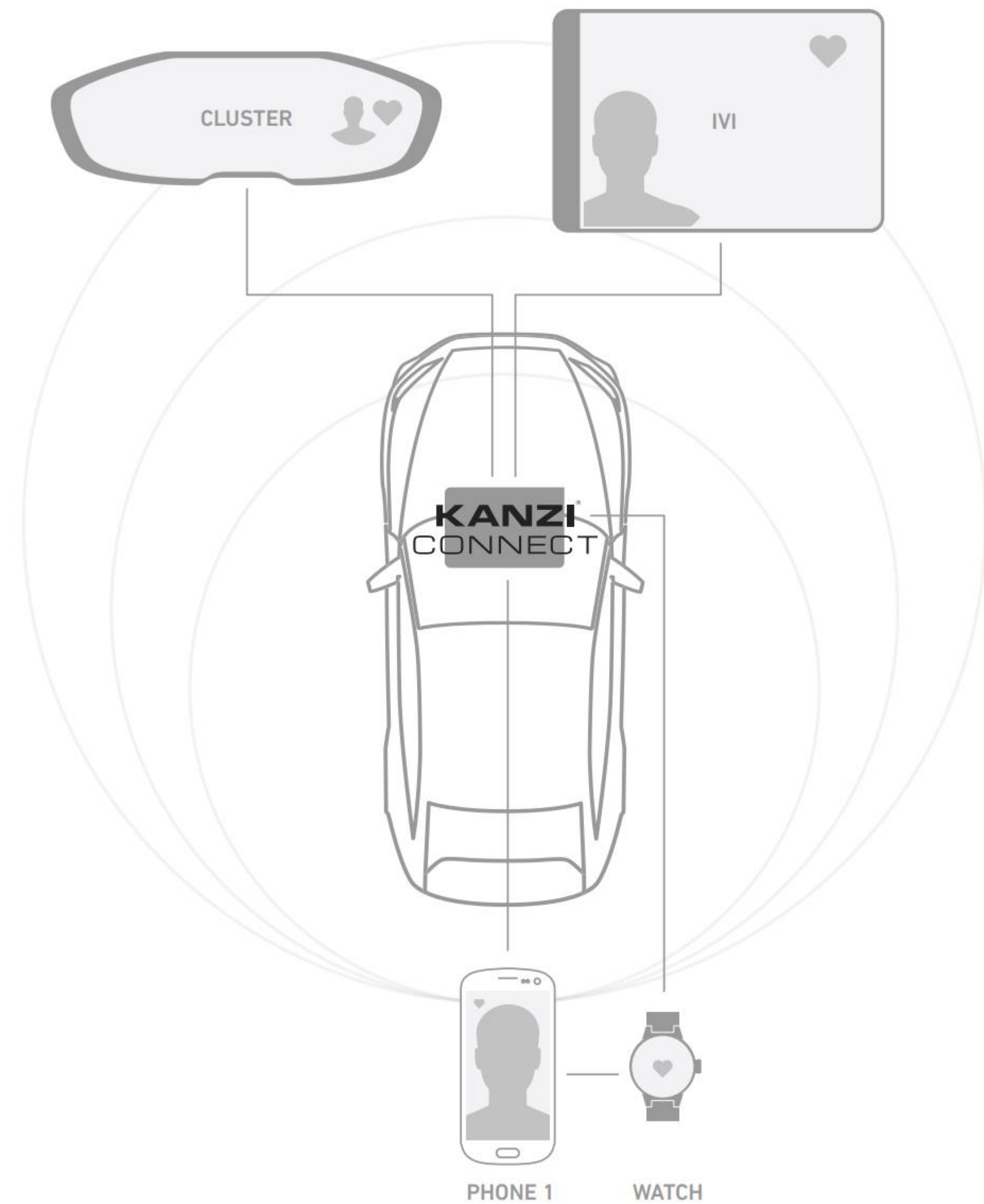
CONNECT USE-CASES

MULTIPLE DEVICES AND DISPLAYS



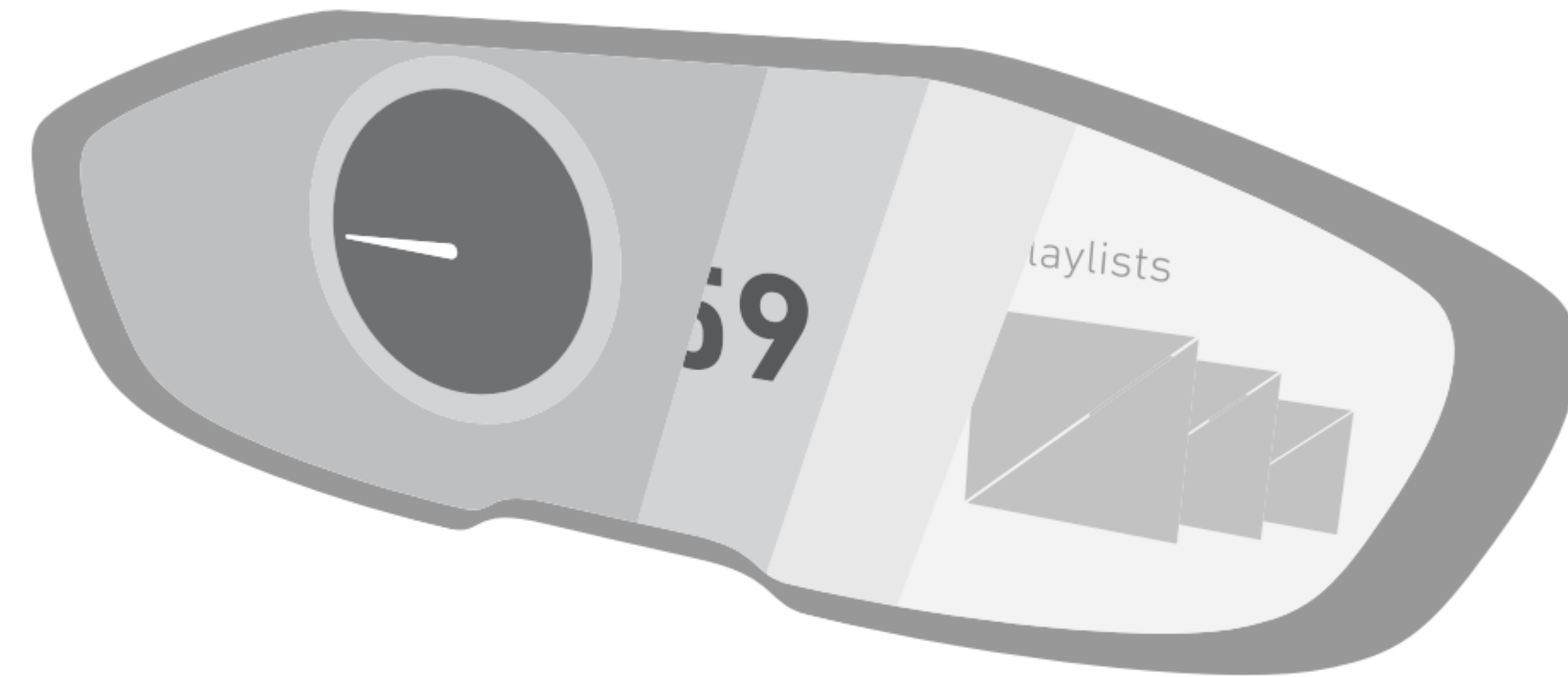
CONNECT USE-CASES

BRING PERSONAL DEVICES IN TO CAR ECOSYSTEM



CONNECT USE-CASES

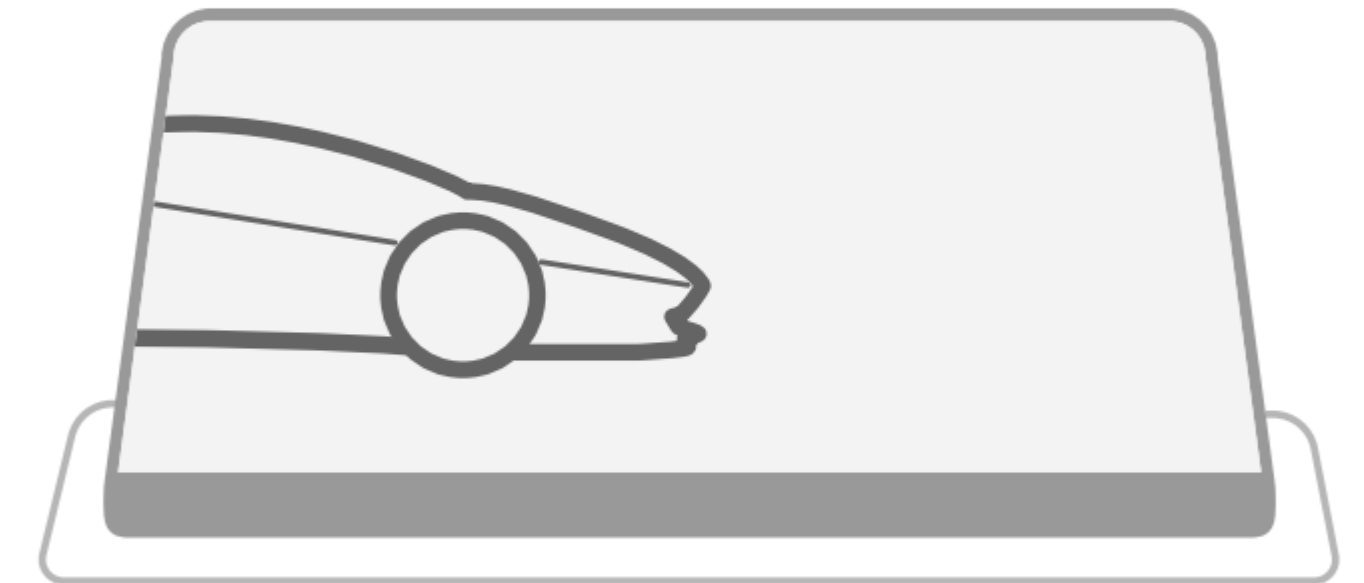
UI PERSONALIZATION



CLUSTER

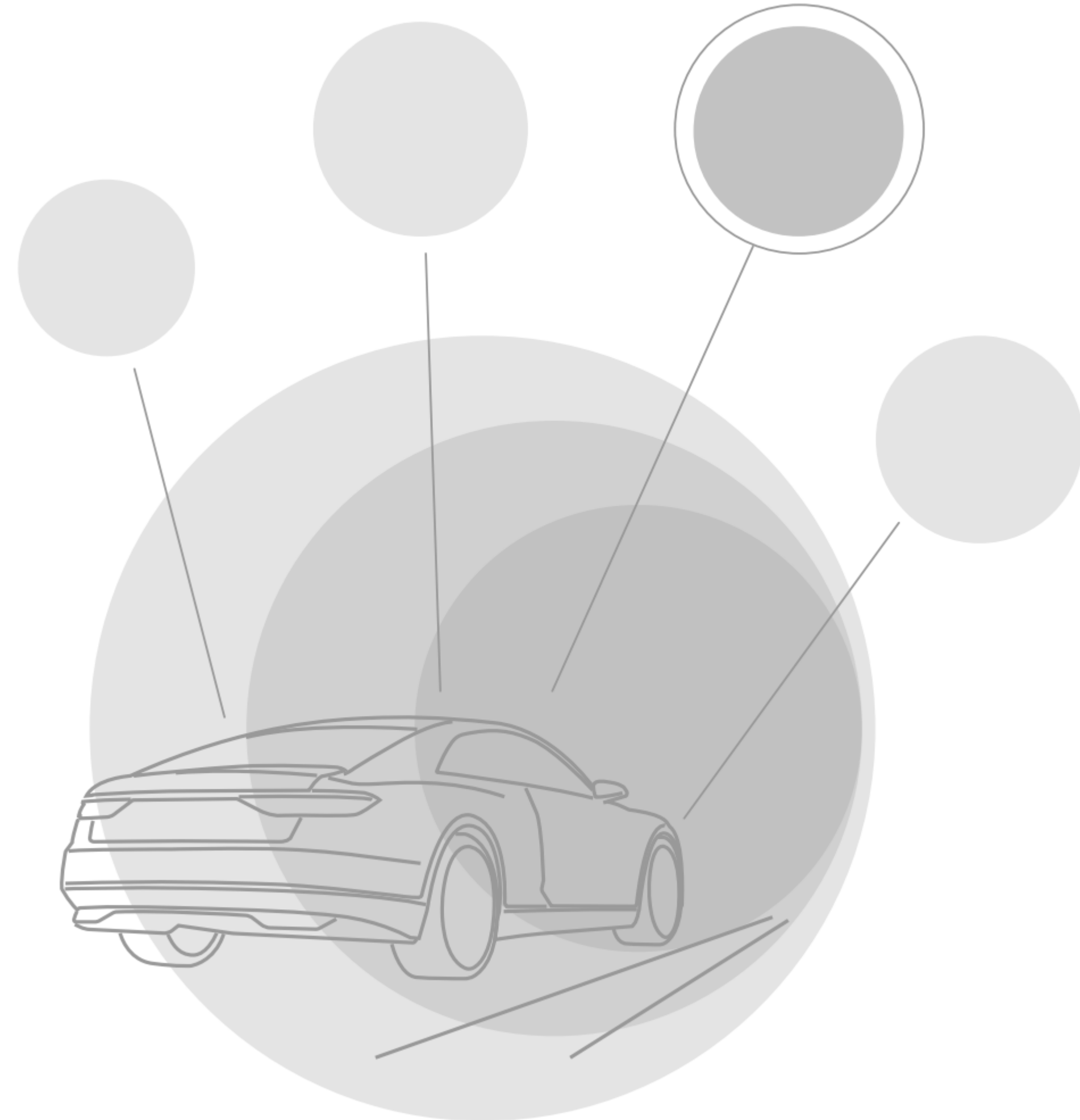
CONNECT USE-CASES

TRANSFORMING UI ELEMENTS
FROM ONE SCREEN TO ANOTHER



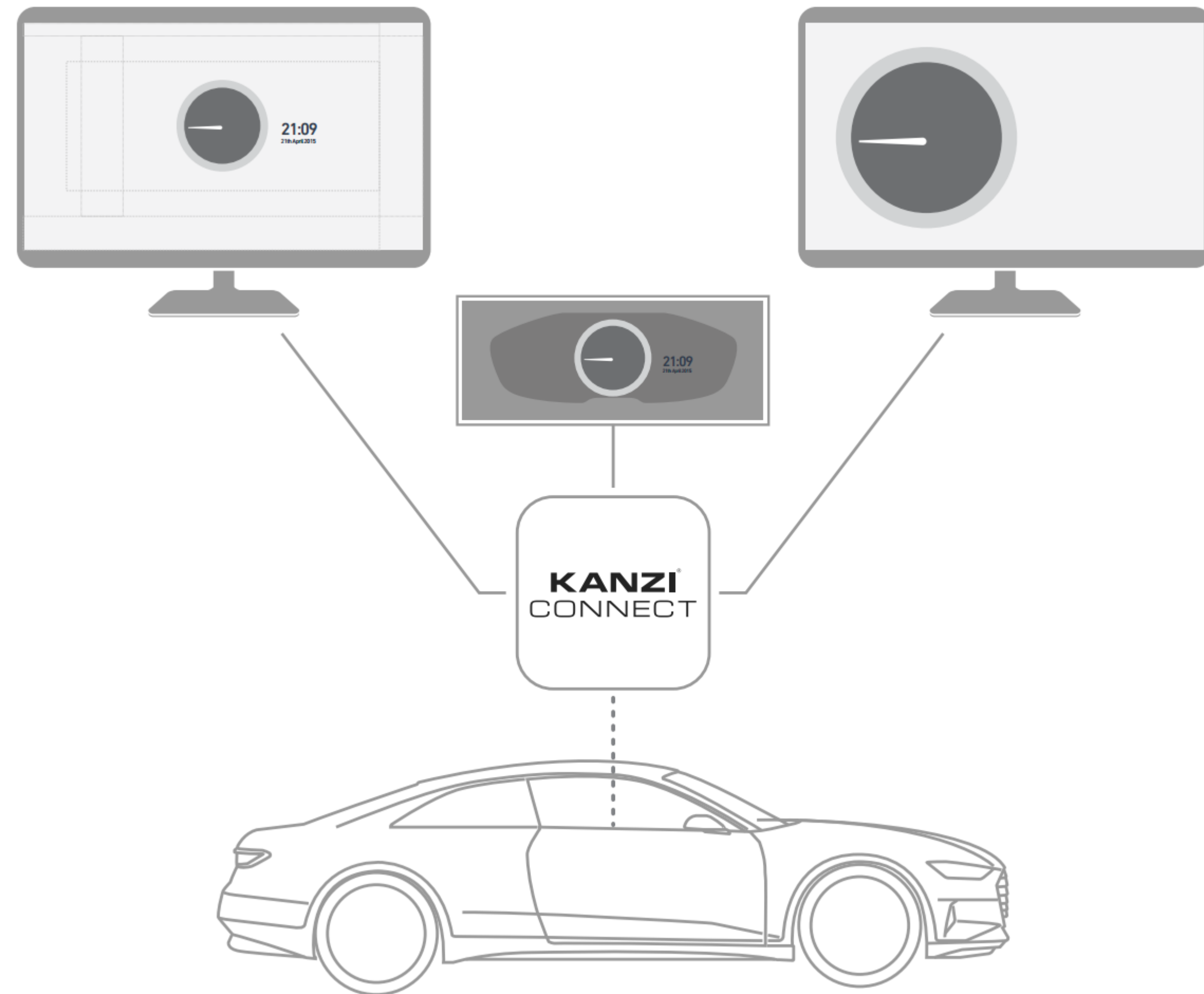
CONNECT USE-CASES

CUSTOMIZATION OF CAR
FEATURES ON THE FLY



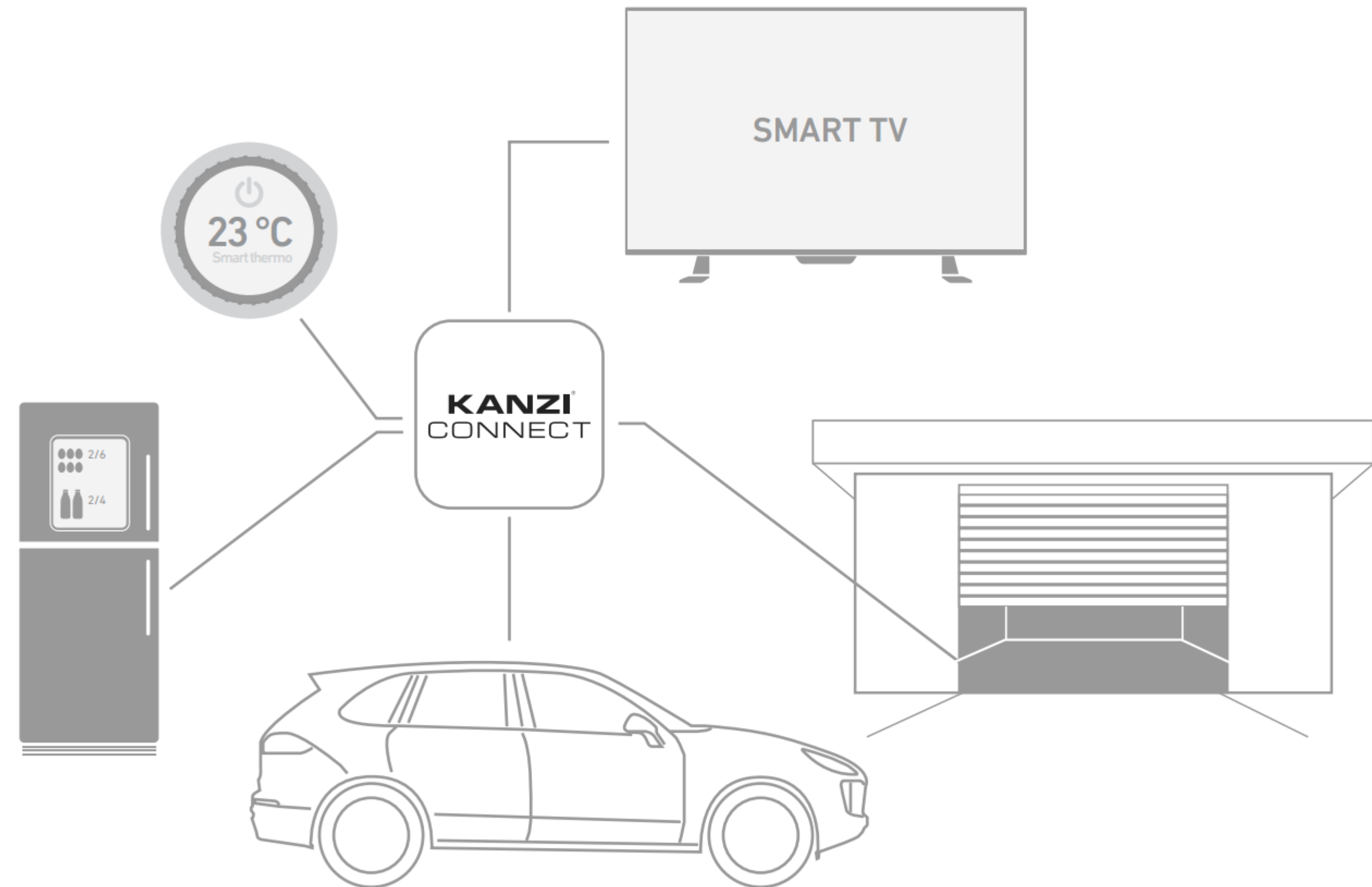
CONNECT USE-CASES

EARLY PROTOTYPING WITH REAL
DATA



CONNECT USE-CASES

INTEGRATION TO OTHER DEVICES,
LIKE HOME ELECTRONICS



AUDI Q8 // GOOGLE I/O 2017

FIRST PUBLIC KANZI CONNECT REFERENCE CASE



CLOSING WORDS

AUTOMOTIVE STORY

WHY WE HAVE BEEN SUCCESSFUL AS A COMPANY



Intellectual leadership

- Creating market demand
- Making ideas happen
- Design thinking
- Unique product
- Right people

Right Technology

- Family of products
- State of the art tool chain
- Ability to scale
- Ability to expand to other verticals

THANK YOU!

