

# THE CONNECTED CAR DEVELOPER COMMUNITY



**Shayne O'Sullivan**

**Developer Relations**

**@shayneosullivan @vinlidev**



**AGENDA:**

**WHAT IS VINLI**

**WHAT WE'RE SEEING IN THE DEV COMMUNITY**

**VINLI + OCF**





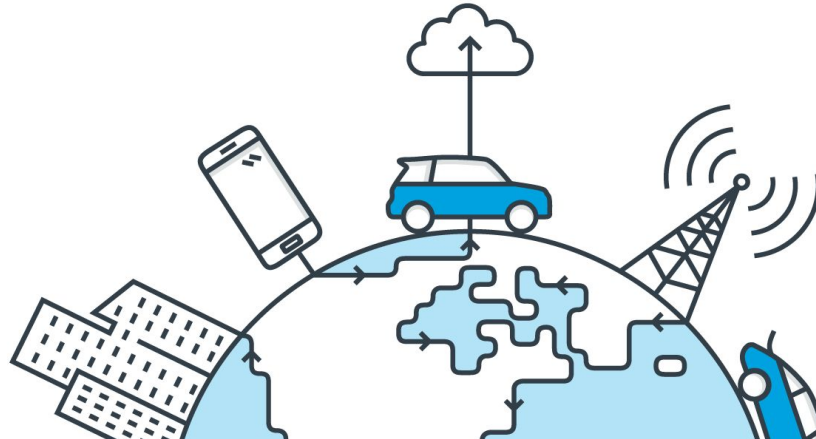
## Platform Overview

# Introducing Vinli

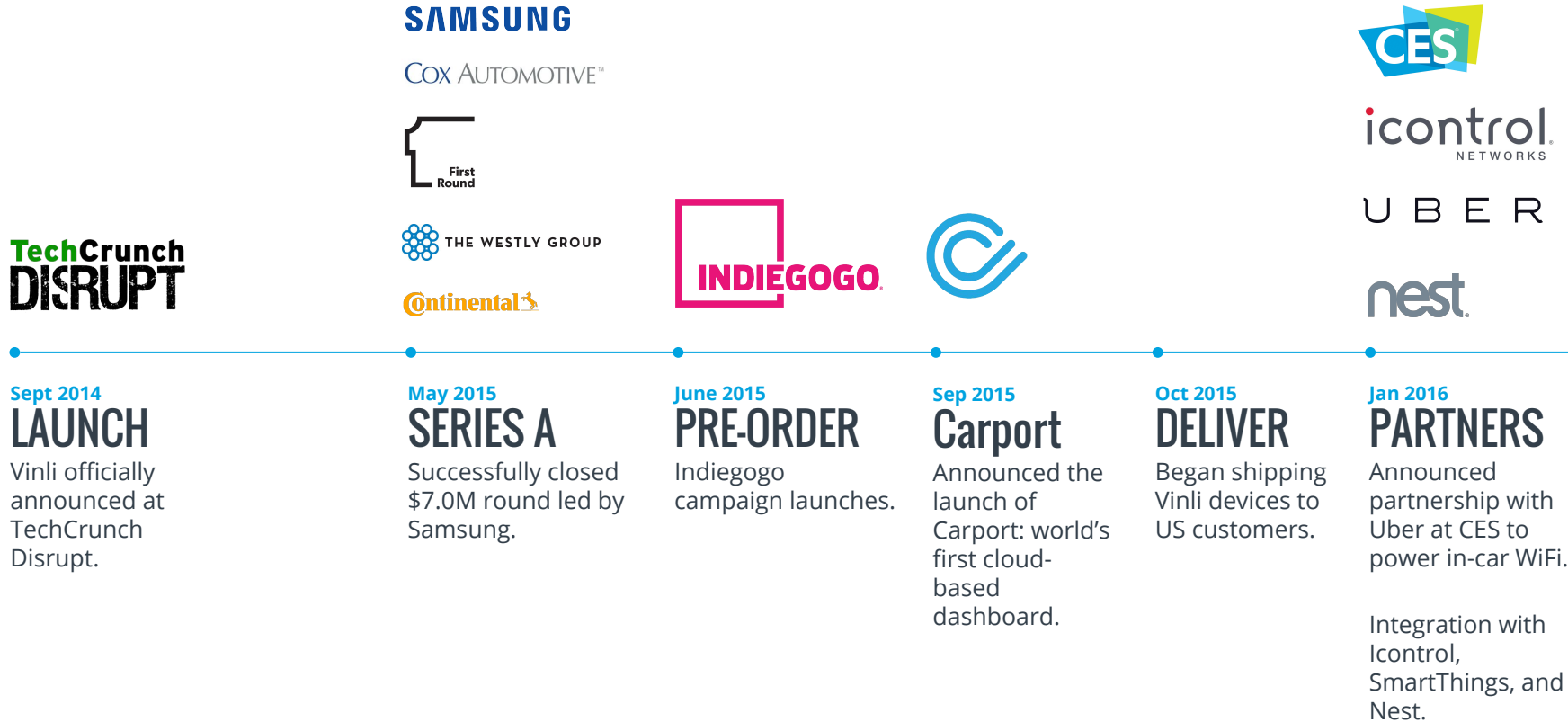
Samsung  
**GLOBAL  
INNOVATION  
CENTER**

Cox  
AUTOMOTIVE™

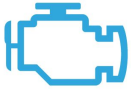
Continental



# Vinli's History



# What is Vinli?



## Services

Vinli includes a suite of services that provide a safety net for the consumer throughout the lifecycle of car ownership. Services include eCall (Accident & Crash Response), Roadside Assistance, and My Service Shop (always diagnosing your car for maintenance needs and connect you with your favorite service shop for resolution).



## Wifi Hotspot

Vinli brings the convenience of high speed internet to your car. The LTE hotspot enables streaming music and video, internet browsing, and real-time connectivity to cloud and infotainment services. Passengers will especially enjoy the enhanced and unlimited entertainment features enabled by wifi, and users can recharge data on the go.

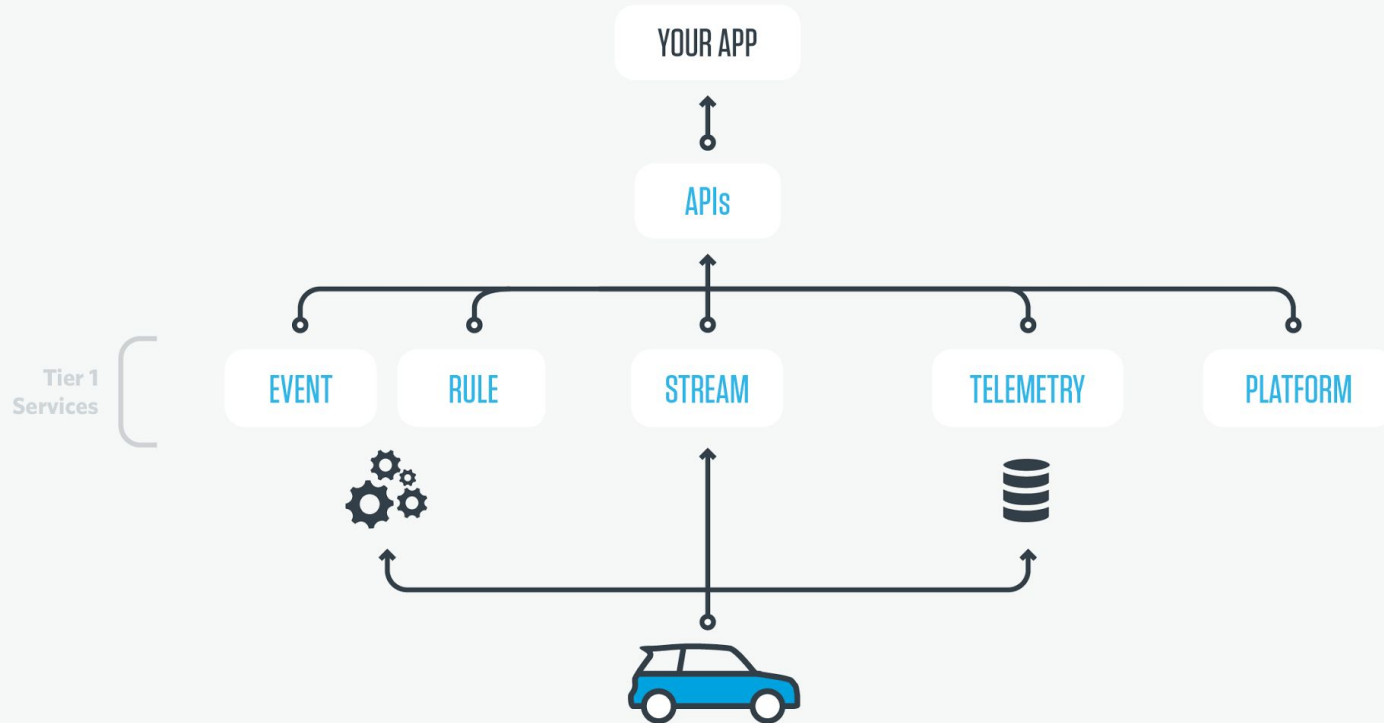


## App Store

Vinli is an App Store for your existing car. Vinli's app store features core Vinli safety, security, and information apps, plus many more apps from independent developers. The open App Store experience gives the consumer a range of choices and ability to customize the experience to their needs by downloading and using the apps that are relevant to them.

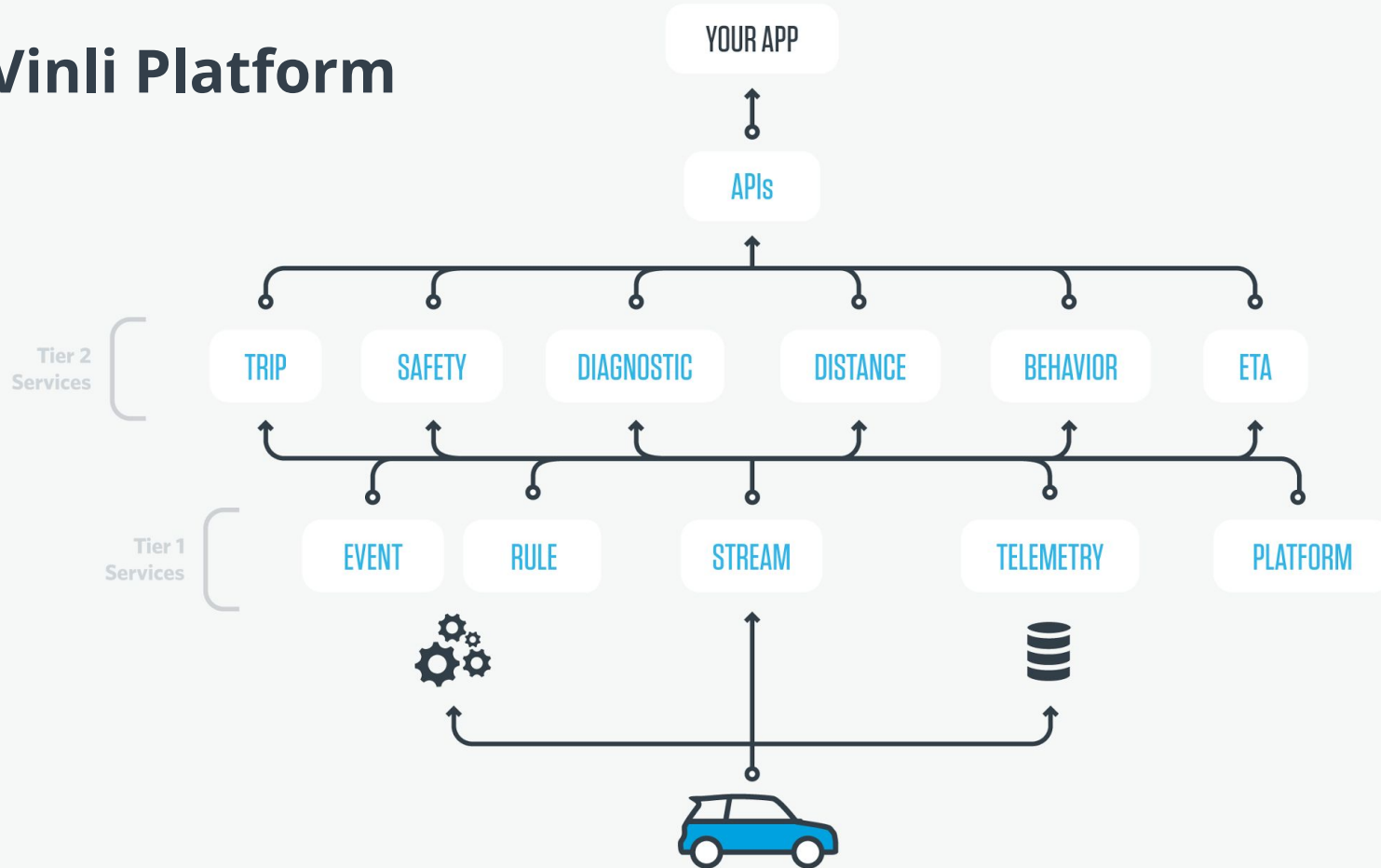


# Vinli Platform





# Vinli Platform



# THE VINLI DEV COMMUNITY



# Our Goals

- Educate and inform developers about the opportunity in the connected car space.
  - ◆ Establish the vehicle as a canvas for tech
  - ◆ Create clear market value for companies and developers
- Lower the barrier to entry, so that any developer can build for the car.
  - ◆ Strong tools, resources, and documentation
  - ◆ Active communities with a wide variety of contributors
- Developing on Vinli should be a delightful experience
  - ◆ High level support
  - ◆ Modern technologies
  - ◆ Personal engagement



# Today, most developers...

## Lack awareness

- No clear path
- Unable to integrate existing experiences
- Niche only

## Don't see value

- Bad ROI
- Limited reach

## Are really busy

- Too hard
- Too many choices
- Little community support



© CollinPeterson.net



# We need to paint a better picture



# The vehicle is...

## an amazing data source

- Telematics
- Diagnostics
- Behavior

## a critical context

- For other devices and experiences

## an interface

- Heads up display
- Infotainment
- V2X



# Create obvious value for developers



# Value defined by developers...

## Features

- Track mileage
- Monitor driving behavior
- Share location
- Diagnostics

## User Acquisition

- Exposure to new markets
- Reach new demographics

## Credibility

- Utilizing modern technologies
- Working with thought leaders in the community
- Alignment of brands



```
$ vinli device  
snapshots  
--device My Whip  
--fields speed,  
rpm
```





# Lowering the Barrier to Entry

## Resources

- GUI Dev Portal
- Comprehensive Docs
- Abundance of examples

## Relevant Tech

- RESTful APIs
- Mobile and Web SDKs (iOS, Android, Node)

## Localized Events and Activations

- Meetups in major US hubs
- Hackathon participation
- Engage broader dev communities  
(NodeSchool, Local Dev meetups, open source projects)

```
[~ $vinli dev signup
Let's create your developer account:
[signup:firstName: shayne
[signup:lastName: o'sullivan
[signup:email: shayne+ocf@vin.li
[signup:password: *****

Creating your account ...
Check your email
~ $
```



# Delightful Developer Experience

## Support

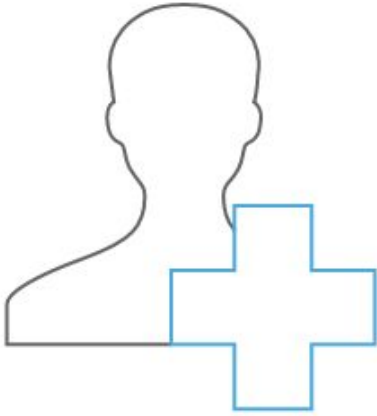
- Slackline
- Availability
- Roadmap visibility
- Community feedback

## Engagement

- Personal interactions
- F2F meetings when possible
- Beyond technical partnership
- [Developer Blog](#)



# Vinli Developer Offering - Simple + Valuable



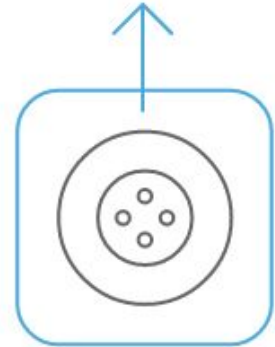
## REGISTER

Register for access to our API's and SDK's to build your application quickly.



## BUILD

Once you sign up, you can start building your application instantly.



## DISTRIBUTE

Submit your finished app to the Vinli App Store to reach thousands of users.



# Developer Resources

## Developer Portal ([dev.vin.li](https://dev.vin.li))

- Register Apps
- Create auth clients
- Monitor usage and inspect user data

## Testing (vinli-cli)

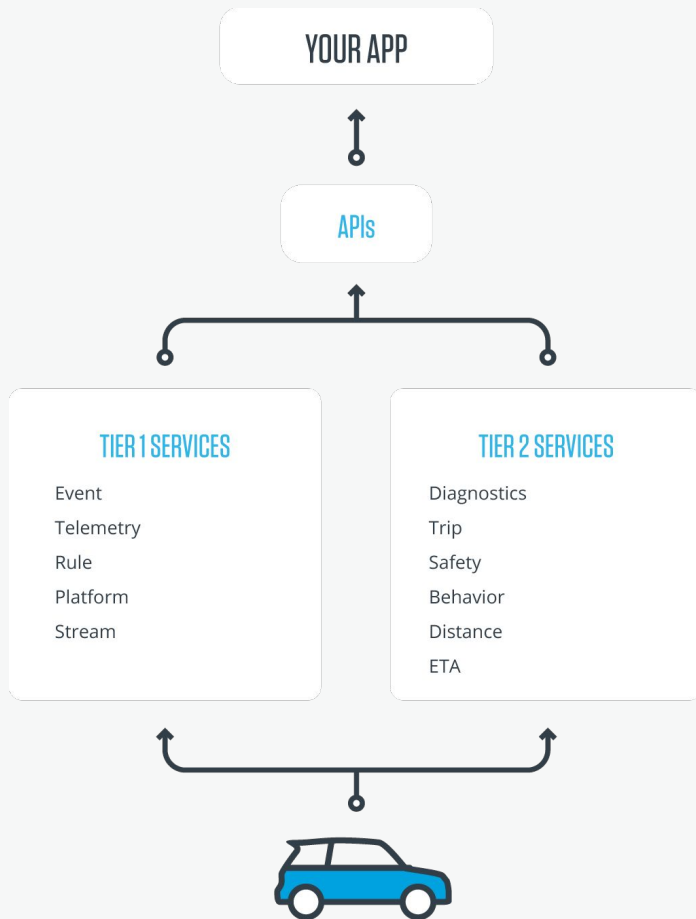
- Virtual Vinli command line simulator
  - `$ npm install vinli-cli`
  - <http://blog.vin.li/tag/virtual-vinli/>

## Docs and Examples

- [docs.vin.li](https://docs.vin.li)
- [blog.vin.li](https://blog.vin.li)

## SDKs

- [iOS](#)
- [Android](#)
- [Node](#)



# VINLI + OCF



# Vinli + OCF

## Roadmap

- Abstraction layer on top of Vinli APIs
- Support Vinli as a data source
- 3rd party content in Vinli experiences (content card in MyVinli, notifications in CarPort)
- Open source contributions

## Advocacy

- Identify core vehicle use cases and engage partners
- Encourage open source contributors

## Adoption

- Expose solutions to the market
- Onboard users through the vehicle



# Vinli + OCF

## Value to the Community

- Advocacy for community
- Empowerment
- Extending the power and reach of technology
- Exposure
  - ◆ New markets
  - ◆ Partners
  - ◆ Service Providers
- Objectivity that is impossible for us to take on



# THANKS

Keep up with us by registering at  
[dev.vin.li](https://dev.vin.li)

