THE CONNECTED CAR DEVELOPER COMMUNITY
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Developer Relations
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AGENDA:
WHAT IS VINLI
WHAT WE’RE SEEING IN THE DEV COMMUNITY
VINLI + OCF
Introducing Vinli
Vinli’s History

Sept 2014
**LAUNCH**
Vinli officially announced at TechCrunch Disrupt.

May 2015
**SERIES A**
Successfully closed $7.0M round led by Samsung.

June 2015
**PRE-ORDER**
Indiegogo campaign launches.

Sep 2015
**Carport**
Announced the launch of Carport: world’s first cloud-based dashboard.

Oct 2015
**DELIVER**
Began shipping Vinli devices to US customers.

Jan 2016
**PARTNERS**
Announced partnership with Uber at CES to power in-car WiFi.
Integration with Icontrol, SmartThings, and Nest.
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

YOUR APP

APIs

EVENT

RULE

STREAM

TELEMETRY

PLATFORM

Tier 1 Services
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
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)
- Register Apps
- Create auth clients
- Monitor usage and inspect user data

Testing (vinli-cli)
- Virtual Vinli command line simulator
  - $ npm install vinli-cli

Docs and Examples
- docs.vin.li
- blog.vin.li

SDKs
- iOS
- Android
- Node
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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