







MOST150 – The Next Generation Automotive Infotainment Backbone

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In-Car Infotainment Trends

Number of Multimedia Components in Daimler Car Platforms:

- More and more features and components per car
- Introduced in luxury segment but migrating into mid and low range
- Components increasingly interact to provide higher value features
- Issues with that:
 - Need for extensive exchange of signals
 - Complexity and weight of cabling
 - Avoiding Electromagnetic Emissions becomes more complex
- Flexible and powerful communication backbone needed!

			
1979 S-Class*	1991 S-Class	1998 S-Class	2005 S-Class
1. Radio	1. Radio	1. Radio	1. Radio
2. Amplifier	2. Amplifier	2. Amplifier	2. Amplifier
	3. CD	3. CD	3. CD
	4. Telephone	4. Telephone	4. Telephone
		5. Microphone	5. Microphone
		6. E-Call	6. E-Call
		7. Navigation	7. Navigation
			8. PDA I/F
			9. TV-Tuner
			10. DVD
			11. Displays
			12. Headphones

* Predecessor Model (500 SE)

Our Next Generation Connectivity Vision

■ MOST as Infotainment Backbone

- High QoS Audio, Video, Data and real-time Control over a single medium
- Standard controlled by car makers and developed for their needs
- Optimized for automotive environment (EMC, temperature, reliability)
- Big peer-to-peer networks possible

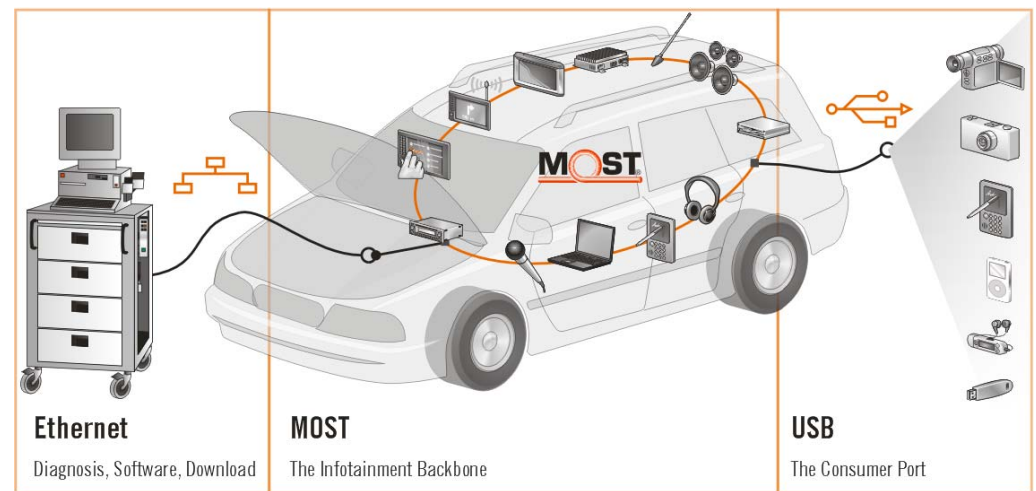
■ Ethernet as Diagnosis and SW Download Interface

- Optimized for packet communication
- Simple adaptation to repair shop IT infrastructure
- Not active while driving (limited suitability for auto environment)

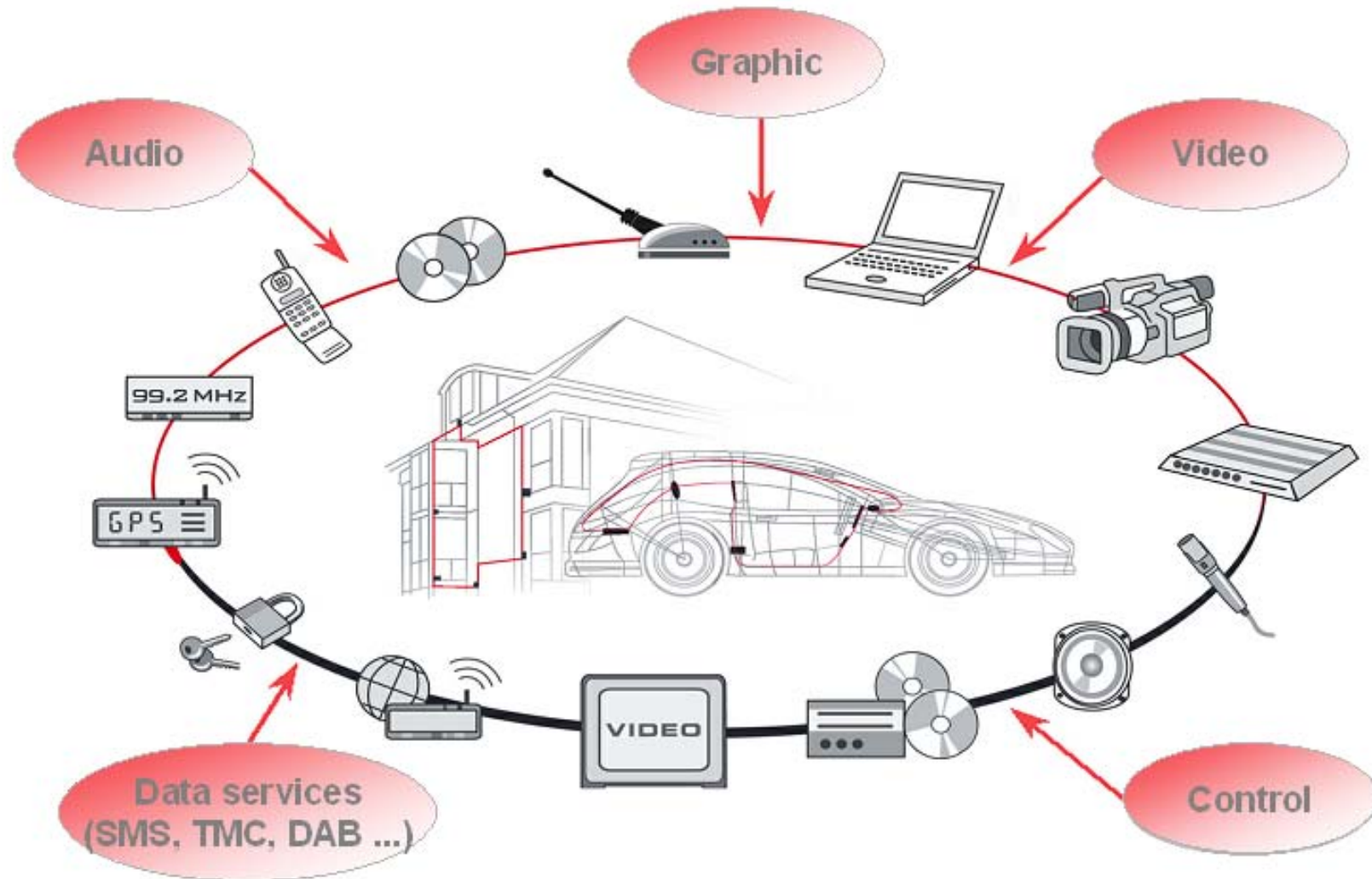
■ USB as Consumer Connectivity Port

- Simple Plug&Play
- Integrated battery charging
- Cabling ideally only by user (limited suitability for auto environment)
- Port and no network

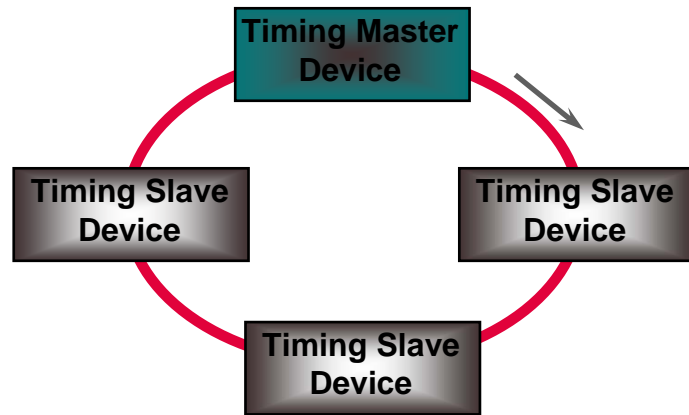
■ Seamless connectivity between the different networks



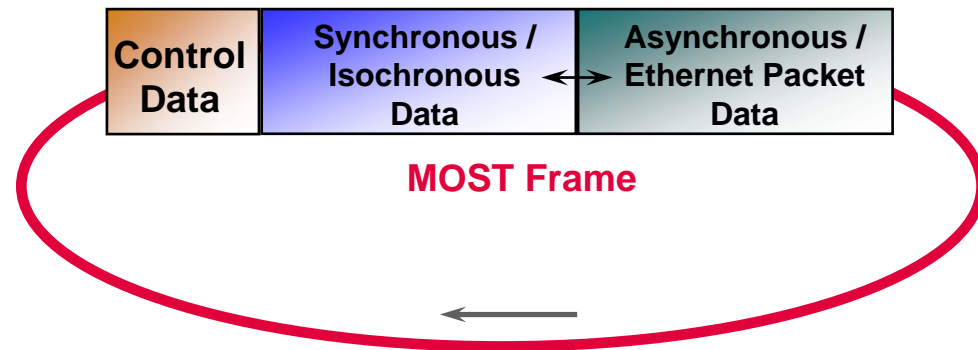
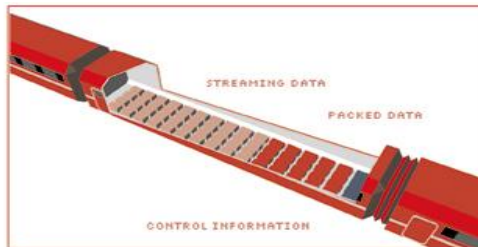
MOST – The Multimedia Network



Data Transport – MOST150 Frame



- Synchronous mechanism
- Cyclic continuous repetition of Frames
- Unused bandwidth is available for Ethernet packets



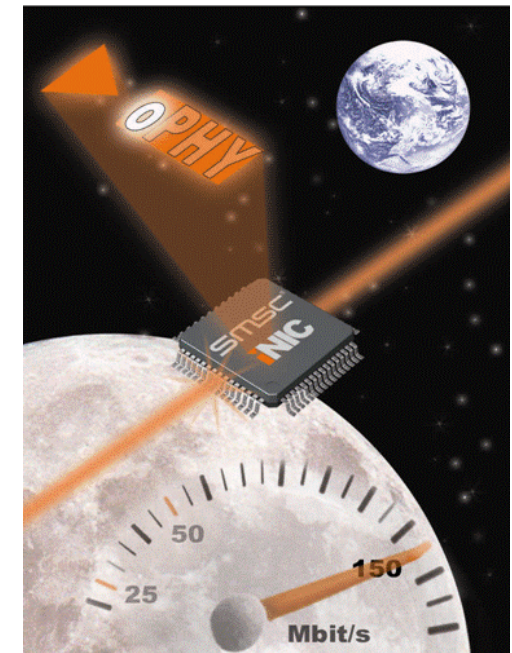
The MOST Cars from 2001 to 2008

- Since the first vehicle was introduced in 2001:
 - 55 car models in production
 - First vehicle of Toyota launched with MOST50
 - Hyundai & Kia select MOST for first vehicle models



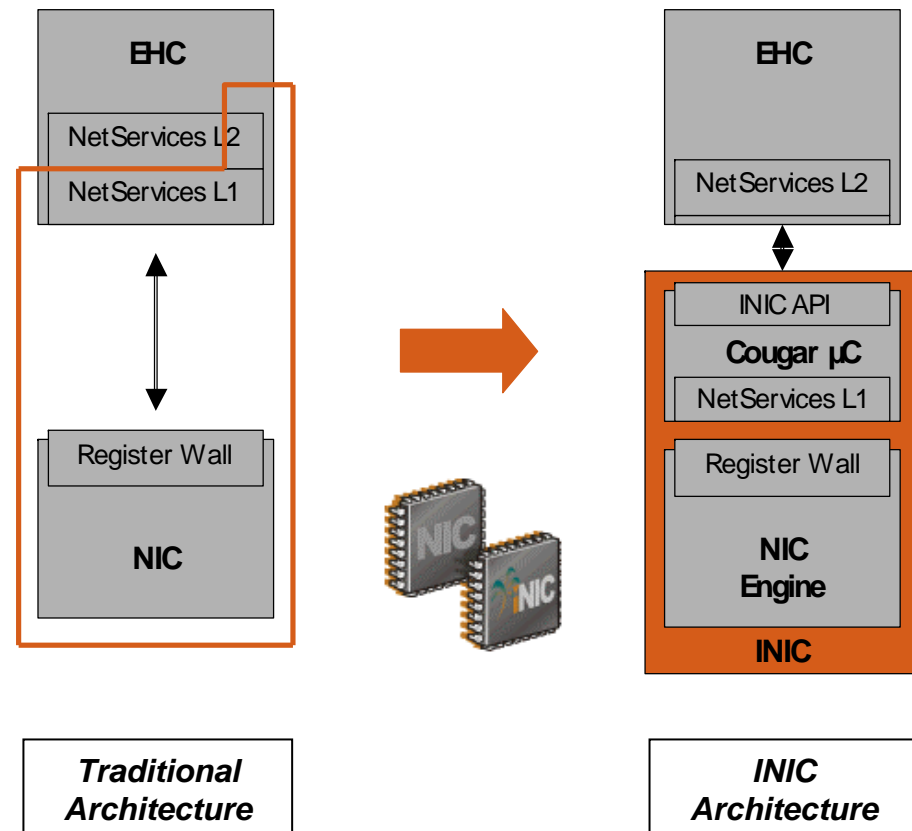
Focal Points of MOST Development

- Ongoing technology development since first SOP:
 - Increase of Robustness & Ease of Use
 - Realization of Cost Down
 - Increase of Network Speed
 - Realization of Video over MOST
 - Addition of High-Speed Data over MOST
- Requirement discussions within MOST Cooperation



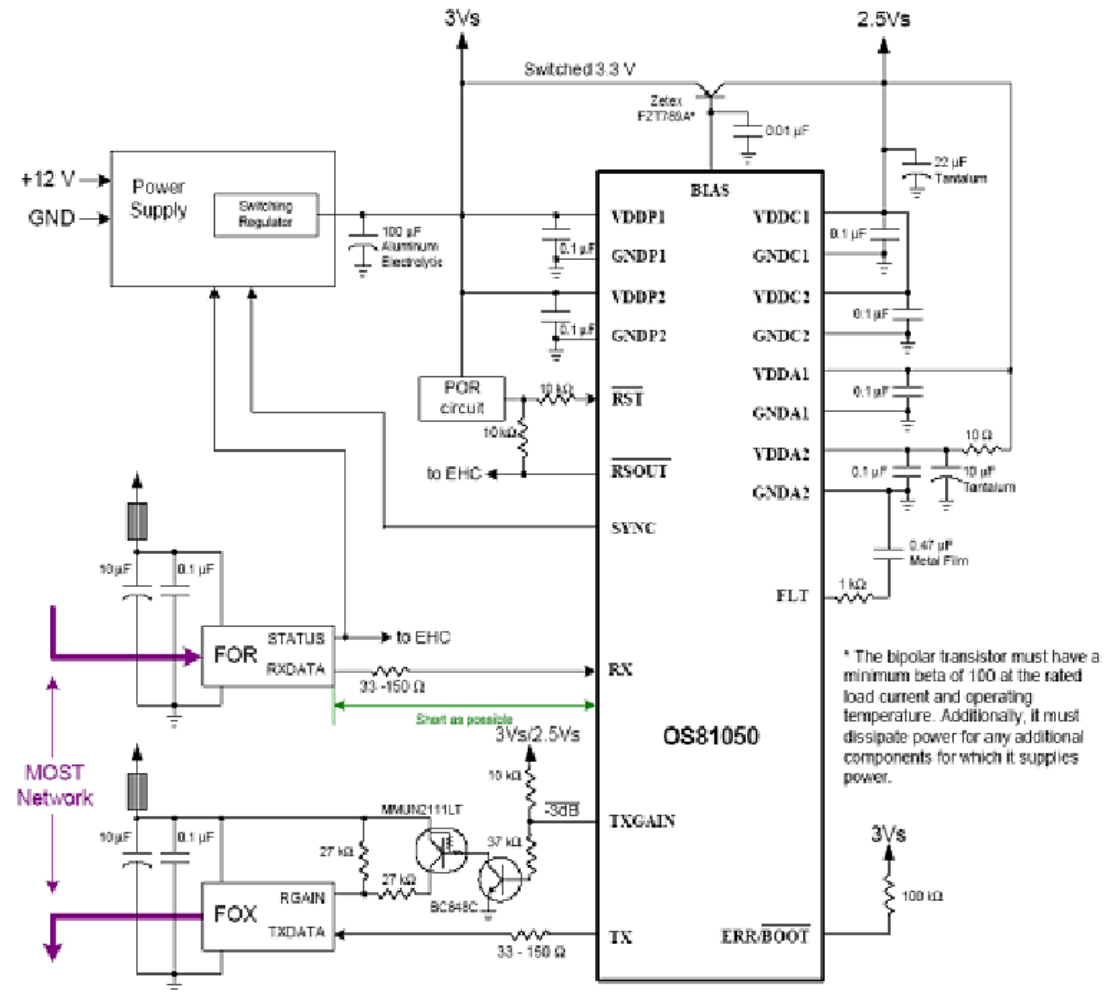
INIC Architecture – Key Benefits

- Self-contained quick start-up of network node – independent of (slow) application startup
- Protection of system against failures of individual application through network protected mode
- Less possibility for application to corrupt network function due to high-level INIC API and encapsulated network management
- Simple design-in, lower verification effort and quicker time to market



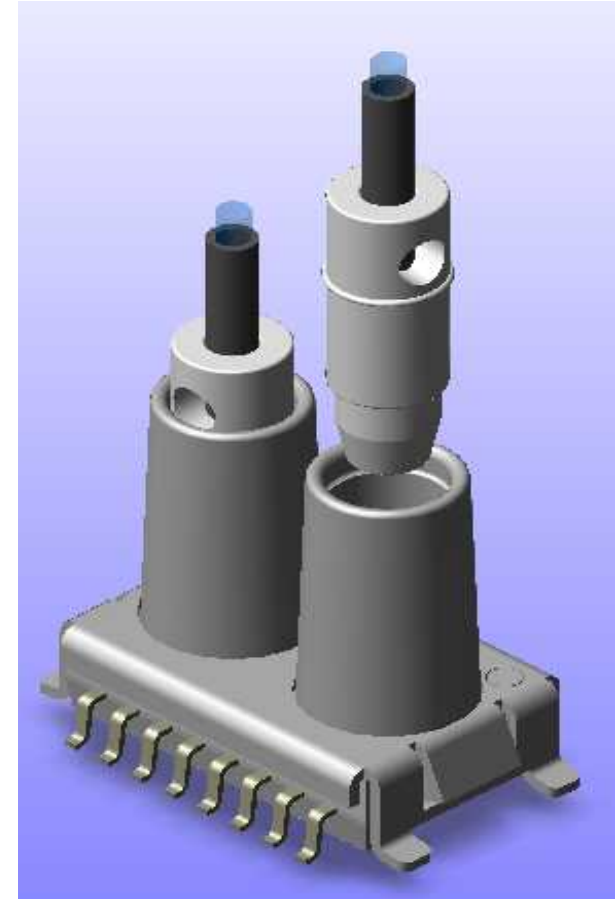
Focal Points of Cost Reduction

1. NIC/INIC
2. FOT + Connector
3. Peripherals
4. Application Connectivity



Longer Term Cost Optimization - iFOT

- Encapsulation of complete network function „in the header“ (iFOT)
- Very low number of variants are used in high volume
- Production by several foundries/fabs
- Cost-Down through volume production and optimization of value chain

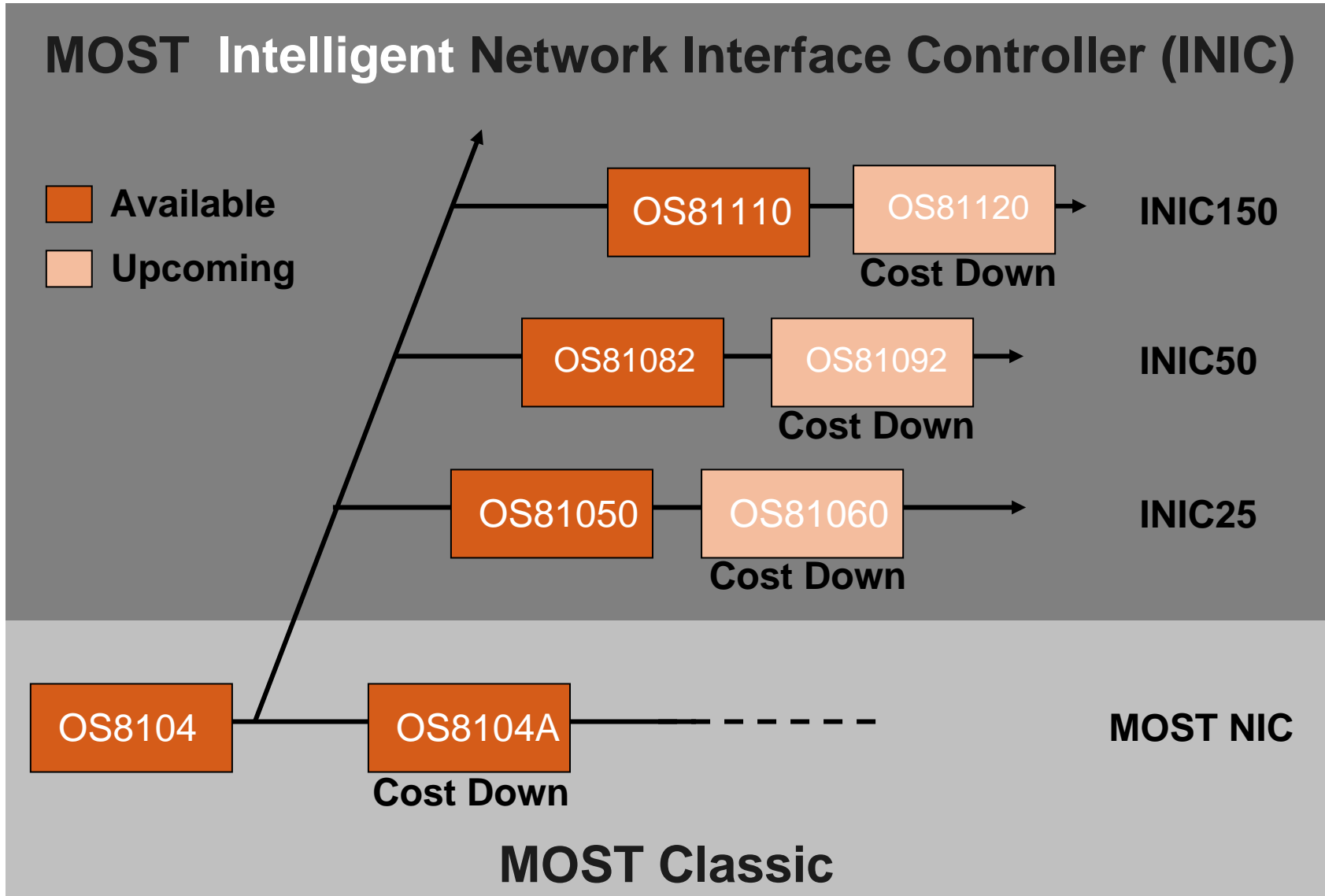


MOST IP Licensing

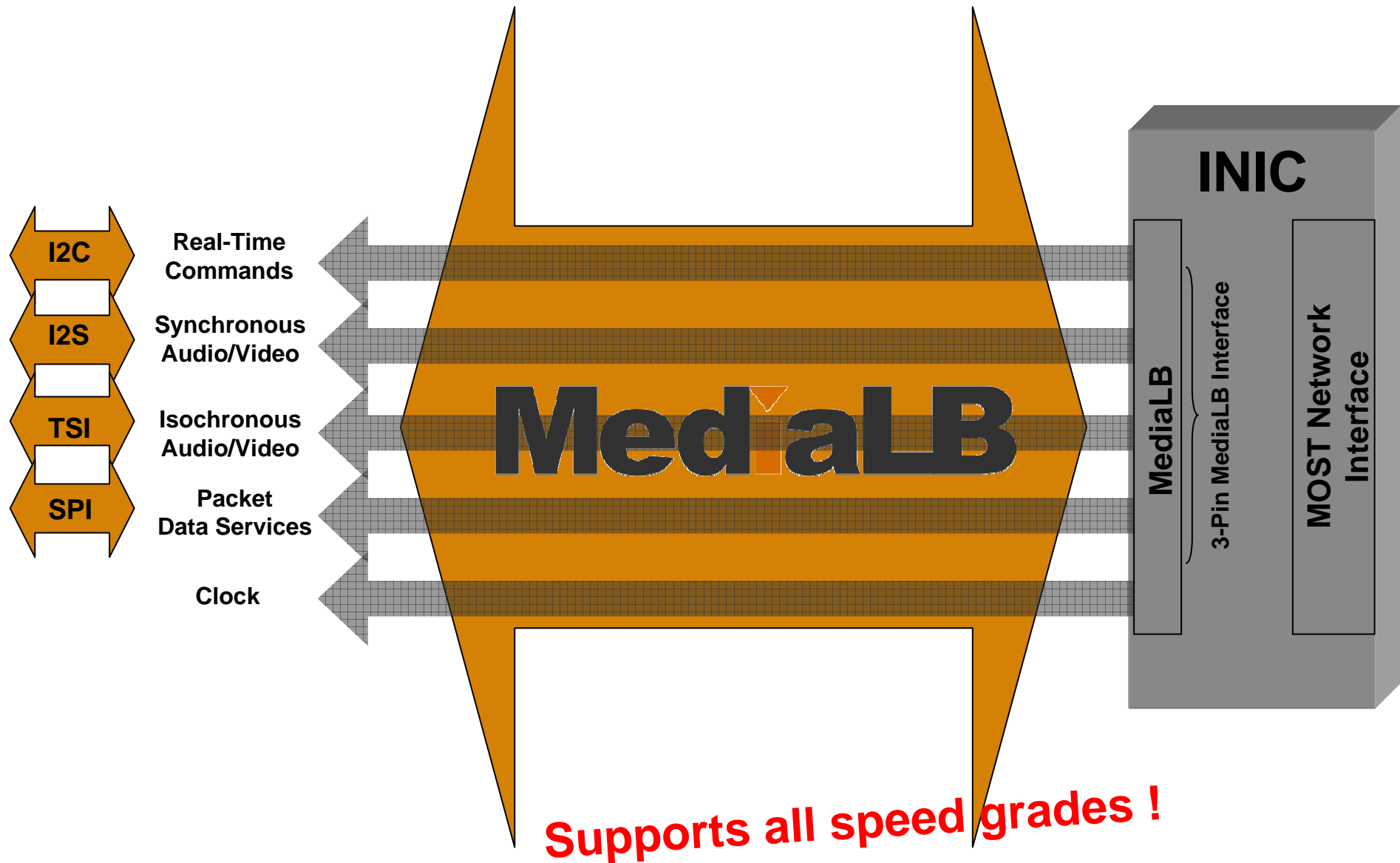
- Data Link Layer of MOST has been developed by Harman/Becker and SMSC before and outside of MOST Cooperation
- Its specification had not been opened and is not part of MOST Cooperation
- Oct. 1st 2007, Harman/Becker and SMSC:
 - Have opened MOST25 Link Layer specification and offer CAN-like **Protocol IP** license
 - This allows other IC makers to do their own interoperable MOST ICs (own design)
 - Provided roadmap for IP opening for new generations of MOST with market growth
- SMSC offers MOST25 **Design IP** licenses for integration on SoCs that broaden the market (using SMSC's design)



Overview MOST Network Interface Controller












MediaLB – The Multiplex Interface



MediaLB Products (44 Products)

■ 16 Products with MediaLB support available in 2007

	MPC5533/34/53/54/65/66, MPC5567 (Tiger) ⁽¹⁾ Gateway-Processor http://www.freescale.com/webapp/sps/site/prod_summary.jsp?code=MPC5567&nodeId=0162468rH3bTdG0325&tid=tAlp5567	
	MPC5514/17 ⁽²⁾	Dual-Core Processor for Gateway, Display, Dashboard http://www.freescale.com/files/32bit/doc/fact_sheet/MPC5510FS.pdf?fpsp=1
	MB86R01 (Jade) http://www.fujitsu.com/in/news/pr/fmal_20070410.html	Graphics Processor for Car Navigation and Display Appl.
	V850E/CAG-4M (Cargate-M) http://www.eu.necel.com/applications/automotive/documents/pa-06-11-10-2713.pdf	Gateway-Processor
	Parrot5 http://www.parrot.biz/uk/oemsolutions/parrot5	ASIC for Navigation, Car Multimedia and Telematics
	OMAP http://focus.ti.com/docs/pr/pressrelease.jhtml?preId=sc05141	Processor for Automotive Infotainment
	TX4961/62 (Capricorn-M/-L) http://www.toshiba-components.com/prpdf/5635E.pdf	Graphic Processor for Display and Graphic Appl.
	Altera FPGA's http://www.altera.com/products/ip/iup/additional_functions_iup/m-mediaLB-device-interface.html	FPGA Makro for Automotive Infotainment
	SMSC IP for FPGA's (e.g. XILINX Spartan-II) http://www.smsc-ais.com/AIS/content/view/466/440/	VHDL implementation on Xilinx FPGA for Automotive Infotainment

■ More than 4 Customer Specific Products with MediaLB support available in 2007 from



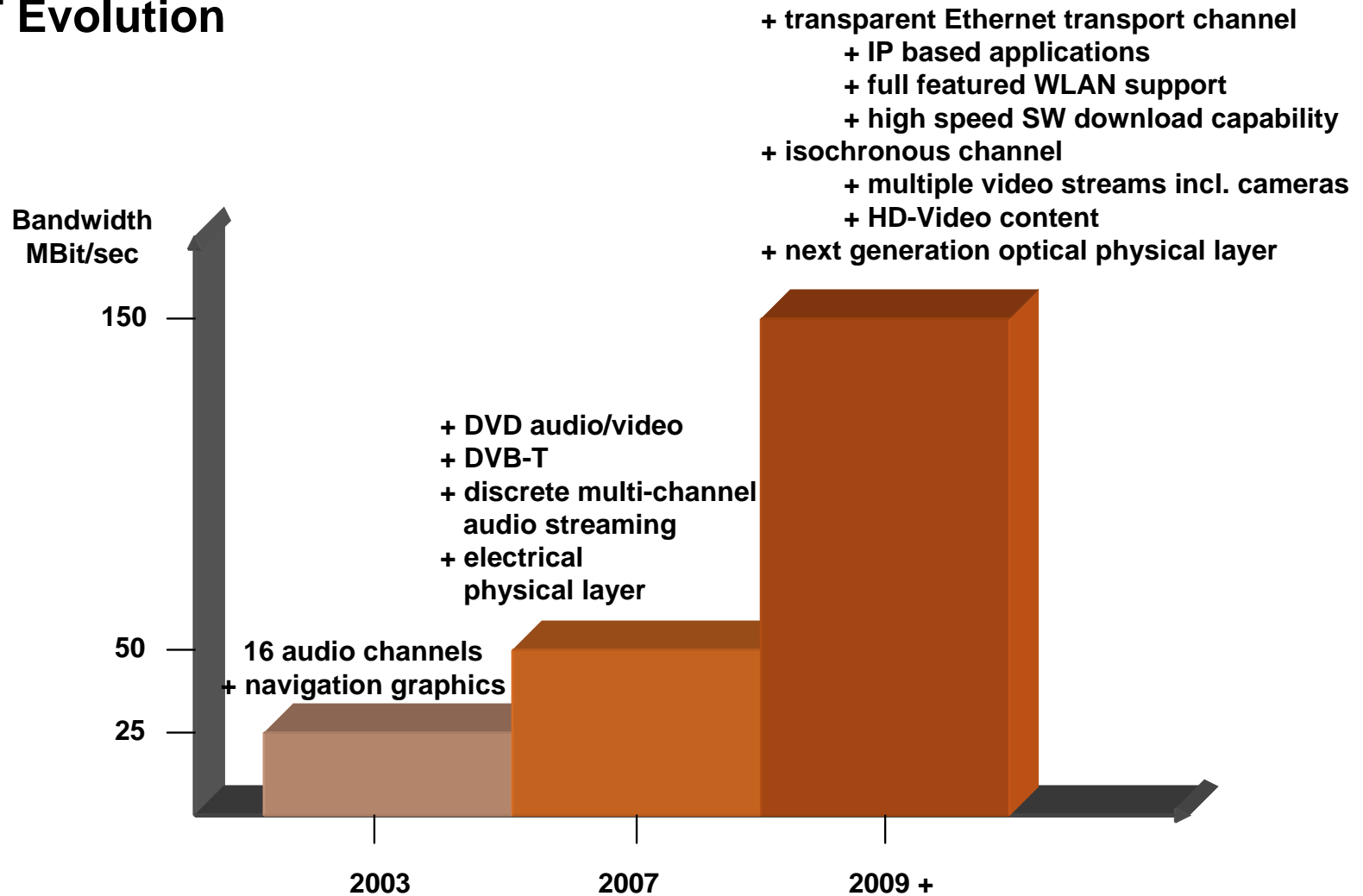
■ More than 24 new Products are in development with MediaLB support from



Notes:
 (1) SW-Emulation via eTPU
 Runs on all MPC55xx with eTPU
 (2) SW-Emulation via 2nd Core
 Runs on all MPC551x with 2nd Core

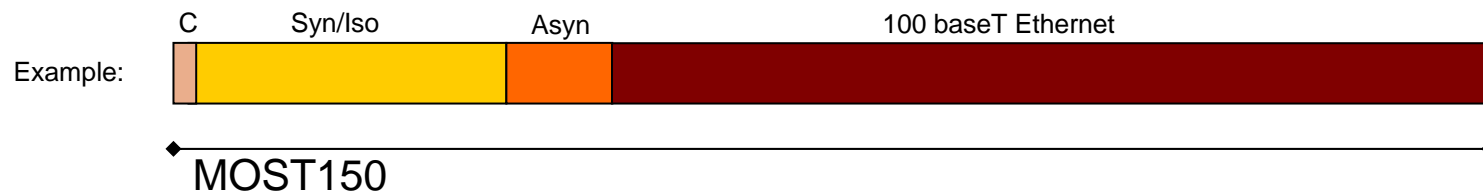
Evolution of Features and Use Cases

■ MOST Evolution



MOST150...

- Physical layer
 - MOST150 can use same wire harness and connectors as MOST25 !
- Bandwidth
 - MOST provides premium QoS with high bandwidth efficiency !
- New MOST Ethernet Packet Channel
 - Transparent transport of Ethernet Frames
 - Addressing via IEEE Ethernet MAC address
 - All types of IP communication possible
 - MOST150 is the auto grade Physical Layer for Ethernet !



Summary New Features of MOST150

- Optimizations of **CONTROL** communication:
 - Double bandwidth
- Extended support of **AUDIO**:
 - Isochronous channels with Constant Rate Streaming for tunneling non-synchronized audio (saves SRCs)
- Seamless and cost effective support of **VIDEO** transmission:
 - Isochronous channels with Burst Rate Streaming (e.g. transport of MPEG streams)
 - Transport Stream Interfaces for glue-less low cost connectivity to video ICs
- Extended support for high-speed **DATA** transmission:
 - Direct support of Ethernet packets and MAC addressing
 - High speed SPI interfaces
 - Isochronous channels with Packet Streaming – private QoS channels for IP streaming



**Thank you very much
for your attention.**