

Press Release
November 19, 2015

Enabling high end connected car features for everyone - TeliaSonera unwraps smart solution for connecting your car

As the first operator in the world, TeliaSonera is introducing a cloud based solution enabling high end car features for the cars of today and tomorrow. Together with partners from the automotive and insurance industries, a combination of car control functionalities, high performance connectivity and value added services will be made available in the Nordic and Baltic countries starting with Sweden next year.

The unique connected car solution – Telia Sense - was announced today at TeliaSonera’s annual Internet of Things symposium. By using an app together with the installed hardware in the car, car owners get access to existing and coming smart features and upgrades simplifying everyday car ownership.

“Our cloud based solution can as easily be installed in older as well as newer cars enabling our customers to be in control and feel at home both on and off the road. We don’t make cars but we want to make cars awesome for our customers”, says Hans Dahlberg, Head of TeliaSonera Global M2M Services.

Partnering with leading companies from automotive and insurance industries, the initial functionalities will enable smart features running from car diagnostics, pro-active car maintenance, tailored car insurance – all available over 4G wifi hotspot connectivity. Telia Sense will be launched in Sweden during 2016 followed by successive roll out in other countries in the Nordic and Baltic region.

“Safer driving is important from a human as well as more environmentally friendly perspective. The combination of our engagement in our customers and focus for safer driving with the expertise and connectivity by Telia is the first step out of many towards the future of connected insurances.”, says Jens Henriksson, CEO of Folksam, a leading insurance company in Sweden.

“We know that simplicity and accessibility are important for our customers and the all-in-one-solution of wifi together with smart services will be an important tool in living up to our customers high demands”, says Per Ovrén, Head of Business Development & Purchasing in Bilia, a leading car retailer and service group in Northern Europe.

Advancements in connected cars, smart homes and digital health are expected to drive market growth for Internet of Things (IoT) solutions in the Nordics by 23 percent annually until 2018, reaching EUR 9.1 billion*. The connected car segment is in itself expected to grow from 0.2 EUR billion in 2012 to 1.8 EUR billion in 2017.

“As a new generation telco we want to be a key player in developing IoT ecosystems together with our partners and customers. The connected car is a case in point; by combining our partners’ industry know-how with our connectivity we create an amazing experience for car owners, drivers and passengers. And we’re super excited about the features yet to come as the ecosystem evolves”, says Hans Dahlberg.

Facts about Telia Sense

The cloud based connected car solution will consist of three parts; a monthly subscription, hardware consisting of a car telematics unit with an included SIM-card for installation in the OBD2-port of the car which is available on all cars from 2001, and an app for smartphones.

Some early examples of end user benefits:

- real-time car diagnostics and notifications for simplifying proactive car maintenance and repairs

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also a leading wholesale provider who owns and operates one of the world’s most extensive fiber backbones. In 2014, net sales amounted to SEK 101.1 billion, EBITDA to SEK 35.2 billion and earnings per share to SEK 3.35. The TeliaSonera share is listed on Nasdaq Stockholm and Nasdaq Helsinki. Read more at www.teliasonera.com.



- driver journal data and eco driving feedback for a more environmentally friendly and cost saving driving
- alarm features and remote monitoring in case the car is moved, broken into or simply just bumped into by another car when parked
- usage based insurance
- high performance connectivity while on the road in order for passengers to enjoy streaming music and film

The end user interface and the technical platform for Telia Sense are provided by Springworks, a pioneer in building smart human interfaces for Internet of Thing-applications. Earlier this year Teliasonera invested in Springworks in order to leverage the development of innovative services.

Discover more at www.teliasonera.com/m2m

*The Connected Things report by Teliasonera and Arthur D. Little, 2015.

For more information, please contact the Teliasonera press office +46 771 77 58 30, press@teliasonera.com, visit our [Newsroom](#) or follow us on Twitter [@TeliasoneraAB](#).

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