GUARDKNOX
AFTERMARKET ADD-ON

GUARDKNOX

The GuardKnox Aftermarket Platform is a comprehensive high-performance ECU that provides added levels of connectivity with protection and security as the foundation.

IDEAL FOR

- Dealership asset manager
- Fleet ransomware protection
- Logistics fleet management
- Wireless connectivity
- Telematics

- Insurance and UBI
- Mobile device integration
- Ride sharing & more

GUARDKNOX EMPOWERS AFTERMARKET VENDORS TO IMPLEMENT VALUE-ADDED SERVICES AND GAIN ADDITIONAL REVENUE STREAMS
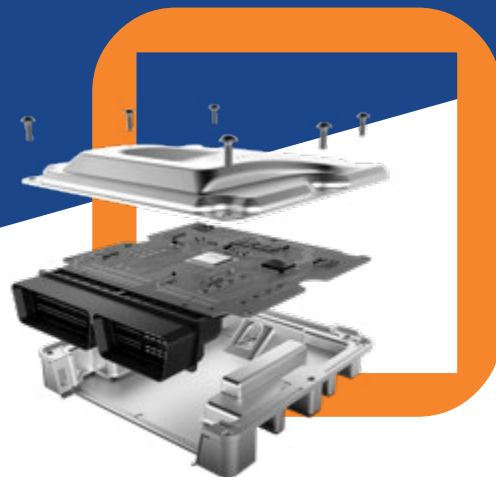
THE MODERN CONNECTED CAR IN THE AFTERMARKET

A connected vehicle is a car, truck, bus or any other type of vehicle that can communicate bidirectionally with other external systems. External connectivity exposes vehicle systems, making them more vulnerable to cyberattacks. Equipped with up to 150 ECUs and generating almost 25 gigabytes of data a day, modern vehicles need to be built with the highest standards for automotive cybersecurity to defend against current and future cybersecurity threats.

DATA MONETIZATION FOR CUSTOMIZATION & PERSONALIZATION

The automotive aftermarket industry is in the midst of a paradigm shift. The driving experience and the driver's digital extension is now the focal point rather than the vehicle itself. In order to facilitate such a transition, it is imperative to not only take cybersecurity as an extension of safety, but also as an enabler to create added value through:

- Vehicle personalization and customization
- Revenue generation from new market streams
- Cost reductions and security and safety enhancements
- Data monetization and enhanced customer to dealer relationship

The monetization of this data is reported to add up to 450-750$ billion in additional revenue by 2030, it is crucial to formulate new business models built on technological innovation and advanced capabilities to monetize car-generated data into valuable products and services, all whilst maintaining the highest level of security and safety.

FREEDOM TO EVOLVE

GUARDKNOX AFTERMARKET ADD-ON PLATFORM

The platform is seamlessly integrated during production or retrofitted as a simple plug-in to the OBD port and can be implemented in passenger cars, vans, trucks and more to provide the most stringent security against underlined ransomware and known and unknown malicious hacking attempts. The platform provides:

- Gateway to external communications by wireless and wired interfaces
- OTA updates support, apps, services and more
- HW and SW level separation between vehicle and external domains
- High speed Ethernet, CAN-FD, WiFi and Cellular (4G/5G)

GuardKnox has an extensive product line including GuardKnox's CommEngine™, Secure SOA Framework, and secure gateway.
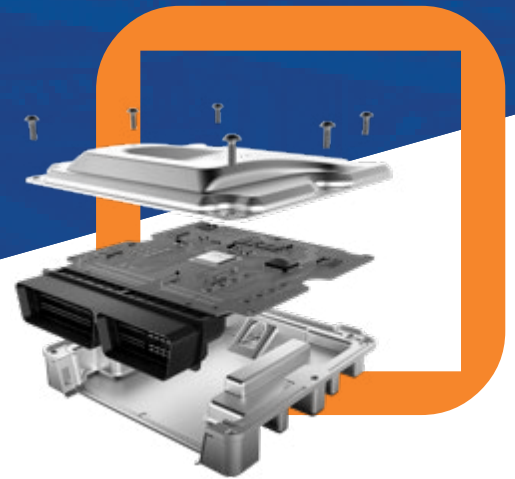
USE CASES

- **Remote Keyless Entry and Secured Key Storage:** Securely and remotely unlock any vehicle without a physical key. Customize keys for specific drivers (build your own rule set including geo-fencing and speed restrictions). Enable your dealership to be completely secure and go "keys free" with no more downtime.

- **Inventory Management:** Know where all of your vehicles are and the critical details about them. Gain visibility into upcoming necessary predictive maintenance, location, and other critical details to maximize your fleet.

- **Reporting and Retention:** Generate basic information over your sales and leasing services. Enjoy greater transparency into your fleet analytics and basic indicators for mileage and leasing data, ensuring customer retention.

- **User Behavior Information:** Gather critical user data that allows you to offer tailored features and services to your customers while protecting their privacy and increasing your revenue stream.

SOFTWARE-DEFINED & SERVICE-ORIENTED BY DESIGN

The GuardKnox platform creates the secure environment which enables added services and applications by hosting downloads or upgrades throughout the lifecycle of the vehicle providing:

- Ample processing resources
- Maximum flexibility in interface support
- Provision for future software extensions to convert drivers to subscribers of applications and services

FREEDOM TO E**V**OLVE