INTRODUCTION

Wireless Automobile Monitoring System (WAMS) is a system that builds up a controller-area network (CAN or CAN-bus) in the vehicle and using the mobile device to get information from the OBD-II simulator involved in CAN in order to let people communicate with their car. The system can prevent accidents because it ensures the owners of the vehicles to understand their condition well while the

Simple System Block Diagram

 iPod/iPhone | WiFi | OBD-II Simulator | Result | Car

OBJECTIVES

Writing an attrative Graphical User Interface of an iPhone apps, which can access vehicle data from an OBD-II device. It allows iPhone users to monitor their vehicles smoothly.

Writing a business plan to search for potential investors by considering the market potential, feasibility to start up a company, preparation we need and elements needed to be considered before starting up our company.

METHODOLOGY

VISUAL REPRESENTATIONS

Data is great, but not very useful without a way to visualize it. Carman provides beautiful visual representations of everything about your vehicle:

Graph: Displays a moving needle and LED display to show the current value of the metric.

Dashboard: Shows the minimum and maximum values for the metric. Double tap to zoom in.

FEATURES

OBD Metrics
Carman gives you access to hundreds vehicle metrics (Performance, Engine, Air/Fuel, communicating via an OBD-II device to extract highly accurate, real-time data directly from your vehicle’s ECU.

Here are the example:

* Vehicle Speed
* Fuel Consumption
* Fuel Pressure
* Air Intake Temp
* Fuel Level
* RPM
* Engine Coolant Temp
* Calculated Engine Load
* Mass Air Flow
* Vapor Pressure

Up-to-date Traffic Spot Condition
For every 2 minutes, the snapshot HC road traffic condition images will be automatically refreshed and reflect the latest status from Transport Department. User can acquire desired location’s latest status in the form of photos and save as favorite for later usage.

RESULTS & CONCLUSION

BUSINESS PLAN

Carman is a highly competitive navigation application as a competing N-in-1 features. Our Business Plan are based on THREE components:

* Opportunity and Core Competence Analysis
* Marketing Plan
* Operational Plan

As a new incomer of the automobile industry, we design different marketing strategy to consolidate our status in the industry. Such as cooperating with Automobile Blog and iPhone game application.

CONCLUSION

Carman can improve the lifestyle of vehicle users. Aiming at enhancing convenience and life quality. After writing the user interface and making the business plan, we conclude that this business is a huge potential market. It is in low risks and required a low budget to start. It is worth to start a company developing iPhone application.

For further development, developers shall focus on other OS (e.g. Android) and go to China market.

For further study, engineers shall focus on speed of transferring data and a better usage of data received rather than only recording.