



CHANNELS

- » GREEN BUILDERS
- » RENEWABLE ENERGY
- » SOLAR POWER
- » WIND POWER

GREEN HOME

- » ADVERTISE
- » AWARDS
- » BLOGS
- » CONTACT US
- » MEDIA KIT (PDF)
- » SERVICES
- » VIDEOS
- » WHITE PAPERS

SIP^{NOC}
2011

The SIP
Network
Operators
Conference

Herndon, Virginia
April 25-27, 2011

"Making
SIP Work
in the
Network"

LEARN MORE

Presented by
SIPFORUM

GREEN TECHNOLOGY FEATURED ARTICLES

April 07, 2011

Microsoft and Toyota Team Up To Develop 'Smart Cars'



By Cheryl Kafan

[TMNet Contributor](#)

Microsoft ([News](#) [Alert](#)) Corp., the world's biggest software company, and Toyota Motor Corp., the world's largest automaker, [announced](#) on April 6 that together they will invest about \$12 million (1 billion yen) to develop and deploy telematic services, such as turn-by-turn navigation, for customers in 170 countries by 2015.



Buzz



Share

0

Digg

2 tweets

retweet

[Toyota](#) and [Microsoft](#) have worked together for about a decade, but this initiative is the most high-profile to date. Through the agreement, Toyota Media Service Co.—the Toyota subsidiary that provides digital information systems to Toyota automotive—will develop apps and data services based on Microsoft's [Azure "cloud computing"](#) platform. Toyota will then be able to offer Internet-delivered services to customers in all the markets in which it sells, rather than having to set up networks and data centers in each country.

Toyota wants to use the technology to give customers navigational and diagnostic services, much like General Motors' ([News - Alert](#)) [OnStar](#) service. Toyota also envisions scenarios in which drivers would be able to turn on heaters or air conditioning at their homes with voice commands from their cars. "We'll boost the value of today's vehicles by making them information terminals," Toyota president Akio Toyoda said at a press conference at Microsoft's headquarters near Seattle.

If work on the new initiative goes as scheduled, Toyota could provide energy management technology for its [electric and plug-in hybrid vehicles](#) as early as 2012. Using it, drivers will be able to choose to charge those cars when energy consumption is lowest and prices are cheapest. "We must find a planet-friendly way of using energy," Toyoda said. A more advanced platform that will offer a wider variety of applications globally is slated to be rolled out by 2015.

The new technology will be tested as part of the Toyota Smart Center pilot program, currently running in Japan. The trial gives consumers detailed information about energy consumption in their cars and homes so they can manage usage more efficiently. Toyota [has said](#) it believes such smart-grid systems can help reduce carbon dioxide emissions by 75 percent.

For Microsoft, the deal offers three major advantages:

FOLLOW US



FREE eNewsletter

Green Technology eNews delivers the latest news impacting technology in the Green industry each week. Sign up to receive FREE breaking news today! ([Subscribe Now](#))

LATEST GREEN TECHNOLOGY NEWS

- At R.I. Senate hearing, no agreement on Route 195 land
- Chabot Space & Science Center's Website
- BillsClimateLab.org/Nominated for Webby Award as Best Green Website
- WinkBall's music coverage grows stronger with more exciting artist interviews
- Fox Network spends a lot, but Big 12 deal could look good down road
- O-State baseball rides pitching to sweep

[\[View all Green Technology News \]](#)

FEATURED WHITE PAPERS

- Kool Smiles: The ROI on SIP Trunking
- Whitepaper: virtualization reduces costs and complexity for mid-sized businesses
- Storage Whitepaper
- Power Systems: Comparing Costs of IBM PowerVM and x86
- VMware for Enterprise Server Virtualization.
- Storage Buying Criteria Cont Syn

[\[View All White Papers \]](#)

2011 Chevrolet Volt www.Chevrolet.com/Volt

It's More Car Than Electric. See How it Compares to the Nissan Leaf.

Solar Power For Your Home www.alterisinc.com/S...

As Low As \$0 Down. Alteris & SunRun Make It Possible! Find Out More

Toyota's® in America www.toyota.com/usa

Toyota's U.S. Team is Nearly 200,000 Strong. Learn More Here.

Obama's Solar Incentives SolarLease.co

Obama Creates Green Incentives. \$0 Down To Go Solar. Act Now!



Ads by Google

- First, it provides Microsoft with a marquee customer for its Azure technology.
- Second, it moves the company further into the automotive business. The software giant has already partnered with Ford for its [Sync](#) in-car connectivity system, which enables drivers to access their phone and music device with voice commands.
- And third, it helps Microsoft expand its drive into smart-grid technology. Earlier this week, Microsoft's Chief Environmental Strategist Rob Bernard stated that the company is [increasing focus on electric-vehicle charging](#).

Why focus on electric cars for this new venture, when that's such a small market at this point? That was Toyota's decision, as it sees the need for new tools to manage charging. Ballmer also said that's the place where they can do something new. "You have to shoot ahead of what the customer is interested in today," he said. "There are all kinds of ways to redo yesterday's vehicles and IT technologies, but yet if you think of tomorrow and the next day's number-one challenge that is unique to the mobile environments, it certainly has to do with the use of power and electricity in the next generation of vehicle."

[General Motors](#) is coming out with its own electric car, the [Volt](#), this year, and it has smartphone apps that it says will offer some of the features Toyota and Ballmer described, such as managing charging and remotely turning on the heat or air conditioning. [BMW](#) also said it's creating a \$100 million venture fund to invest in mobile apps, tying that effort to the company's new [BMWi](#) brand under which it plans to build electric cars.

Cheryl Katten is an accomplished communicator who has written for consumer and corporate audiences. She has worked extensively for MasterCard ([News - Alert](#)) Worldwide, Philip Morris USA (Altria), and KPMG, and has consulted for Estee Lauder and the Philadelphia Inquirer Newspapers. To read more of her articles, please visit her [columnist page](#).

Edited by [Janice McDuffee](#)



Add New Comment

Optional: Login below.



Type your comment here.

+ Image

Post as ...

Showing 1 comment

Sort by [Popular now](#) [Subscribe by email](#) [Subscribe by RSS](#)



Jacques Muvova 1 week ago

That's a good new to make your car like a computer. I want it!



Reactions



fibergeneration 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars' - TMC Net <http://bit.ly/fq2mT>



cherylwk1 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars' <http://bit.ly/dkj8Q6>



GuyStuffOnly 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars': Toyota also envisions scenarios in which drivers would be ... <http://bit.ly/gMdeWK>



DORETEL 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars' <http://bit.ly/edhEq4>



GuyStuffOnly 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars': Toyota also envisions scenarios in which drivers would be ... <http://bit.ly/gMdeWK>



DORETEL 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars' <http://bit.ly/edhEq4>



greentechworld 1 week ago

From [Twitter](#)

Microsoft and Toyota Team Up To Develop 'Smart Cars': Microsoft Corp., the world's biggest software company, and... <http://bit.ly/edhEq4>

Trackback URL

[blog comments powered by DISQUS](#)

GREEN TECHNOLOGY RELATED ARTICLES

- [BrightTALK Announces Green Week Summit on Best Green Practices](#)
- [IGEL Thin Clients: Green Tech to Lower Global Warming Potential](#)
- [Clinton and Bloomberg Merge Climate Action Groups](#)
- [T3 Motion Incorporates Samsung Galaxy Tab into R3 Series Electric Vehicles](#)
- [Frost & Sullivan Reveals Top Global Mega Trends](#)

[\[View all Green Technology Articles \]](#)

