



INCONTROL™ APPS PRODUCT INFORMATION

MARKETING
BULLETIN

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Land Rover InControl™ Apps

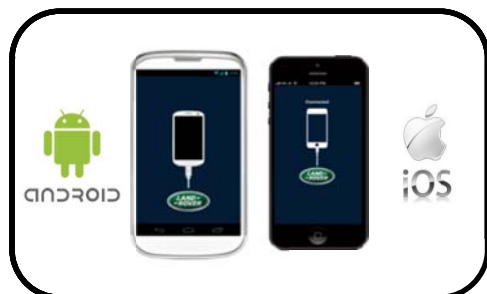
INTRODUCTION

InControl™ Apps is an exciting new feature on the cutting edge of in-car infotainment that allows the driver to **plug their smartphone into the vehicle** and then **control select apps through the vehicle's Touch-screen**. The system is also **upgradable by the user** as new apps become available.



Land Rover InControl™ Apps will first be introduced **on the 15 MY LR4 as an option**, before becoming available **across the 15 MY Land Rover lineup**, excluding LR2. In time it will be introduced on all Land Rover products.

- On Sale: On sale in line with 15 MY individual model sale dates
- MSRP: See individual product bulletins for pricing details
- Training: Included in retailer training (Summer 2014) and online training courses (late July 2014)



WHAT IT DOES

- **InControl™ Apps mirrors the driver's smartphone on the vehicle Touch-screen.** Select approved apps on the connected phone are displayed and can be controlled through the vehicle Touch-screen.
- **My device, My apps, My content, My configuration.** Our owners already have their entire lives on their phones, so InControl™ Apps allows the driver to continue to use their phone inside their vehicle and not have to learn new systems or create new preferences in each car.
- **Multi user, multi vehicle.** One phone can be used in any vehicle with InControl™ Apps, allowing the driver to carry their apps with them from car to car. In addition, different drivers can plug in to a shared vehicle and have their own individual app experiences.
- **Familiar app control.** The apps will work in the car in a similar way as they do on the phone, with two exceptions: the Touch-screen in the car is larger, providing an even better user experience, and the app developer has optimized their app for use while driving.
- **Faster to market with new apps.** Users can download, update and install new apps through their phone, just as they normally do, so the system can always be up-to-date without ever involving the retailer's service department or any software updates in the car.



HOW IT WORKS

- **Apple and Android compatible.** InControl™ Apps works with both the latest Apple (iPhone 5 with iOS 7 and newer) and Android (v4 and newer) smartphones.
- **The Land Rover InControl™ App.** The InControl™ App itself must be downloaded to the user's phone before the system can operate. The app will be available for download through the usual Apple and Google app stores online.
- **Plug in and launch the App.** Using InControl™ Apps in a vehicle involves three simple steps:
 1. Plug the phone into the dedicated USB port inside the center console (inside the glove box on LR4 models) using the USB cable supplied with the phone;
 2. Launch the InControl™ app on the phone;
 3. Select the InControl™ function on the vehicle Touch-screen menu.
- **Data usage through the user's phone.** Because the apps operate through the user's phone any data usage for downloading and using the apps will be through the user's mobile phone contract and carrier.



The dedicated InControl™ Apps USB port (on the right) inside the center console (inside the glove box on LR4)






UPDATING THE SYSTEM






- **Updates through the Apple and Google app stores.** Unlike other vehicle software updates, InControl™ Apps lives on the user's phone so it never needs to be updated by a retailer's service department. Apps can be added and updated by the user on their smartphone with downloads through the usual online app stores through Apple or Google.

AVAILABLE APPS

- **A suite of navigation, travel, music and scheduling apps will be available.** Additional apps will be added as they become available and can be downloaded through the Apple or Google app stores.

Available Apps

<p>iHeartRadio for Auto</p> 	<p>iHeartRadio for Auto brings more than 1,500 live radio stations, plus user-created custom stations inspired by favorite artists and songs, right to the vehicle's dashboard. The app also offers a variety of other iHeartRadio features, including thumbs up/thumbs down, station scan and a music discovery tuner. Plus, drivers can access the new Talk feature which gives users the best on-demand news, talk and entertainment content available.</p>
<p>Stitcher</p> 	<p>Stitcher gives talk radio and podcast fans a simple way to listen to the best of over 20,000 news, sports, talk and entertainment shows from premier sources like NPR, Fox, BBC, Wall Street Journal, TEDTalks, comedians like Adam Carolla and Joe Rogan, and more. Stitcher is the leading on-demand radio app for smartphones, in cars, and on the web.</p>
<p>Glympse</p> 	<p>Glympse is the pioneer of temporary location sharing, and the company's technology enables users to share their movements with anyone in real-time. With InControl™ Apps drivers can access Glympse through the car's display to share their location and estimated time of arrival (ETA) while en route to their destination.</p>
<p>Sygie</p>  <p>GPS Navigation</p>	<p>Sygie GPS Navigation is the most downloaded GPS Offline Navigation with more than 33 million users. Unlike other map services, map data in Sygie GPS Navigation is stored on the user's phone instead of streamed from the Internet, which means that Sygie users don't have to worry about running up against their cellular data caps or getting lost in an area with poor cell reception. Additional maps are available for purchase.</p>
<p>Parkopedia</p> 	<p>Parkopedia is the world's leading parking information provider used by millions of drivers every month online, on their phones and in their car navigation systems. It allows drivers to find the closest parking to their destination, tells them how much it will cost and whether space is available.</p>

<p>Hotelseeker / Cityseeker / Eventseeker</p>  <p>hotelseeker</p>  	<p>Wcities has been providing location based services to the world for over 15 years with the information that allows the end consumer to book a place to stay, find something to do, and enjoy everything a city has to offer. Our consumer application in-car apps, hotelseeker, eventseeker and cityseeker, turn your vehicle into your own concierge with the touch of a screen.</p>
<p>Airmotion News on Board</p> 	<p>News on Board is the first news app available on a global basis equipped with a reader function. Text-to-speech enables both driver and passengers to stay informed with up to the minute breaking news from the worlds of politics, business, sports, technology and entertainment. News is delivered as both text and image.</p>
<p>MobileDay</p> 	<p>MobileDay is an easy one-touch connection into any conference call. The app will auto-detect meetings in iPhone and Android calendars and connect calls without having to think about dial in codes and PIN numbers – just making life easier. MobileDay's enterprise level service, Least Cost Dialing (or LCD), automatically updates the phone number to be dialed based on the mobile device's location at the time of the call (iOS only).</p>
   	<p>Calendar, Contacts, Maps, and Music Player: InControl™ Apps can access the built-in calendar, contact list, map info and music already on the user's phone.</p>

Examples of apps on the vehicle screen (Range Rover screen shown):

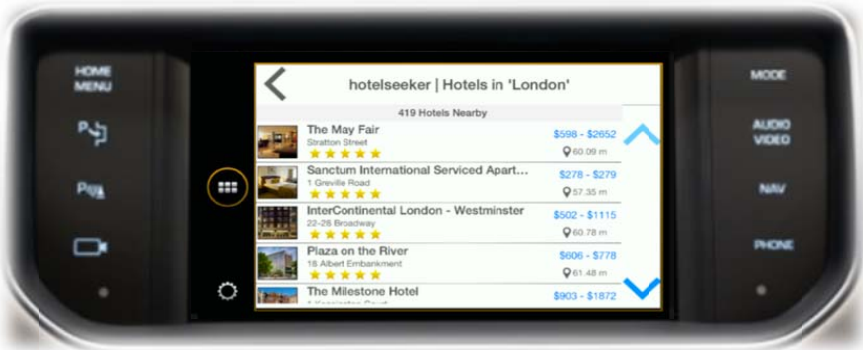
Sygyic GPS Navigation



iHeartRadio



Hotel Seeker



FAQ

- Q: When will this be available on other JLR products?
 - A: Look for future bulletins announcing other model availability.
- Q: Can InControl™ Apps be retrofitted at a retailer?
 - A: No, it cannot be retrofitted at a retailer. InControl™ can only be installed as a line-fit factory feature.
- Q: Does the phone have to be plugged in to work?
 - A: Yes. Wireless connections (i.e. Bluetooth) cannot handle the video streaming required for the apps to appear on the Touch-screen.
- Q: How does the customer get the apps?
 - A: Through the Apple App Store or Google Play.
- Q: When will new apps be added?
 - A: As apps are approved, licensed and optimized they will be released for InControl™ and announced to the public and retailers.
- Q: How will the customer know when new apps are available?
 - A: Customers will know when new apps are available through the InControl™ app on their phone; the InControl™ app itself shows what approved apps are installed and what additional ones are available.
- Q: Can multiple phones be used?
 - A: Only one phone can be connected to a vehicle at a time, but InControl™ will work with any compatible phone that has the app installed. Each driver can use their own phone in shared vehicles.
- Q: Do the apps require a data plan?
 - A: Yes. Any app that requires data will require that the phone have a data plan.
- Q: What happens if the vehicle is in an area without cell phone coverage or signal?
 - A: Apps that require data will not function outside of coverage areas.
- Q: Is there a monthly cost to using InControl™ Apps?
 - A: There is no monthly fee or subscription to use InControl™ Apps itself; cellular data plan fees from the user's phone carrier apply as do costs associated with purchasing or using individual apps and services.
- Q: What phones does it work with?
 - A: Android using v4 software and newer; Apple iPhone 5 and newer with iOS 7 and newer.
- Q: Can I use other apps or play games on the vehicle's Touch-screen?
 - A: No, only approved road-worthy apps work through InControl™ Apps.
- Q: Does the app work on multiple vehicles?
 - A: Yes, a user can use their phone on any vehicle that has InControl™.
- Q: Does it work with Blackberry?
 - A: No. The system only works with Apple or Android.
- Q: Is this Apple CarPlay?
 - A: No, this is a system developed by JLR to work across multiple smartphone platforms, not just Apple devices.