

## Wireless Communications (cont.)

industrial design and development work at its Montréal offices. U.K.-based **Micro Focus International plc** conducts core user interface design in its Saint-Laurent, Quebec facilities. Canada also has deep competencies in areas such as imaging software, multimedia chipsets, and RF components.

### Mobile Services

Canada is at the forefront of innovation in data-centric mobile services. Hundreds of Canadian companies and investors in Canada are involved in key areas of the mobile-services value chain. **Adobe Systems Inc.**'s core mobile developer tools R&D is taking place in Canada. Mobile security solutions are being developed in Canada by **Trend Micro Inc.** and **McAfee Inc.**, among others. Location-based services platform development is taking place at **ESRI, Inc.**'s and **Pitney Bowes Software Inc.**'s Canadian offices.

One key area of Canadian innovation is the use of wireless technologies in the automotive industry. LTE-enabled applications will be the next major innovation in car technology, with consumers demanding safety and security, diagnostics, navigation, and infotainment in their vehicles. Canadian firms are strong leaders in this field. A great example is **ng Connect**, a partnership forged by **Alcatel-Lucent**, Ottawa-based **QNX Software Systems** and over forty partners globally. ng Connect showcased the world's first LTE Connected Car in 2009. The QNX application platform provided all of the car's system software and infotainment applications, including the real-time operating system, touchscreen user interfaces, streaming media players, navigation systems, climate controls, and a virtual mechanic.

#### KEY VALUE-CHAIN STRENGTHS

- Technology and communications infrastructure
- Research & development
- Systems integration
- Manufacturing

#### KEY SEGMENT STRENGTHS

- Network infrastructure equipment
- Mobile devices ecosystem
- Mobile services ecosystem
- Wireless terrestrial systems and satellite communications



*The world's first LTE-connected car. Canadian wireless and software technologies are playing an important role in the development of complex LTE-enabled systems in vehicles.*