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ICO - INTELLIGENT COMMUNICATION ON DEMAND

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ICO - INTELLIGENT COMMUNICATION ON DEMAND METHOD AND CONTROL DEVICE FOR AN INDIVIDUAL, PERSONALISED EXCHANGE OF INFORMATION ON A MOTOR VEHICLE

Technical task:

The idea enables the reproduction of individual information as well as the possibility to obtain further information about a vehicle on demand.

Initial situation:

In times of a changing society and the associated purchasing behaviour of customers, especially in the current situation of temporarily restricted mobility, for example as a result of the corona virus, the purchasing interest of customers in vehicles can change. If the customer cannot come to the dealer, there is a need to develop approaches to maintain and possibly increase the interest in buying vehicles.

In everyday life, customers see a parked motor vehicle, a particularly conspicuous vehicle, which they like at first sight because the vehicle has a very individual, personal feature or a special characteristic for them. The resulting interest may be the deciding factor for an upcoming purchase decision or supports a purchase decision or even spontaneously triggers a desire to buy. Such an optical individual perception of beauty, specialness, uniqueness and/or practicality, i.e. the personification component of the observer, can be broken down to freely definable criteria, i.e. category groups with search term logic, for example

- Appearance / Look in general
- Exterior colour
- Wheel design
- Special equipment of the outside trim
- Special equipment of the interior
- Original accessories
- any other striking, very attractive feature of the object in general

In simple terms:

Often a person walks around the vehicle and is ogling with it. These pictorial, static perceptions of the vehicle, which interests them more closely and makes them curious and generates an interest to buy and/or even in a special situation a desire to contact the owner in order to find out about details of the purchase, conversion or satisfaction or to generally exchange information about it are static and too short to find out more about the product, the manufacturer or the dealer addresses for the purchase, conversion, a specialist list and further provider details, restrictions, prices, etc. If the vehicle is subsequently no longer present to the customer, the incentive to buy is initially interrupted again.

Solution:

The aim of the following patent idea is to provide more information in the above-mentioned situation of eye-catching features, features and equipment details dynamically in a brand-oriented way and/or to dynamically determine, query and temporarily store a communication with the manufacturer of the product, the owner or the user of the motor vehicle or to directly establish a contact or determine an accessibility. The focus of the ICO procedure is on the individual request of the ICO user, i.e. the very personally formulated search query on a motor vehicle or a module or module component for it.

The task is solved with:

- a data carrier on/at/in components of a motor vehicle
- an interface of the data carrier to the ICO control unit in the motor vehicle
- a mobile activation feature/software tool for the vehicle-specific data carrier in the component, i.e.
- a manufacturer-specific electronic reader/generator/etc. which allows activation of the motor vehicle in general, or
- controls an activation of certain components/modules on the motor vehicle and via
- a wireless interface to a server/router/internet access
- a mobile device that communicates with the mobile activation feature and the Internet
- and provides extended personalised information to a user of the ICO procedure

The product presents itself on demand and compares itself with the preferences and inclinations of the viewer, i.e. not, as before, according to the state of the art only on paper or in the showroom, e.g. with a given colour, but live in front of the eyes of the viewer in the environment of everyday life, in the moment of the first thought "I want that too / I want that so exactly in this execution".

The information, specialist information or the inspiration for the interest, possibly also the incentive to buy, comes from the product itself in a dynamic way, by using the ICO module ...

- a coupling is generated by the user through a reader via alternating magnetic fields or by high-frequency radio waves within range of the motor vehicle
- the ICO reader contains software that controls the actual individual, i.e. personalised reading process and ...
- an RFID middleware with interfaces to other IT systems and databases, which focuses on the user's preferences/attitudes
- Manufacturer-specific properties of the product, which are, for example, chipped by means of RFID data carriers
- Knowledge about the product with an activation feature via a mobile device, an app, etc. which is requested "on demand"
- Live pictures of an application in a special case of operation on the product, i.e. viewed, experienced and, above all, for
- a subsequent editing/deepening of the actual intention "do I want to own/have/buy" can be temporarily stored
- a comparison with the personal preferences/affinities can be generated in the result of the ICO research and subsequently final
- a targeted, completely individual and thus efficient inquiry can be started online with a manufacturer or dealer

Exemplary function sequence:

1. Mrs. Huber drives her car to the theater. In the underground car park she sees a new, very chic, attractive car in the latest trend colours "inside/outside" of a certain brand. The car spontaneously catches her attention and generates interest. For example, her attention, unfortunately limited in time, is particularly focused on the discreet interior and/or the elegant exterior trim.
2. Mrs. Huber activates the ICO activation feature in a targeted manner, i.e. the "on demand control device" directed at the product or at specific components, such as interior equipment and/or modules of the vehicle on the outside trim, a very personal wish for dynamic information generation defined in the ICO module explicitly on these elements.

In a special version of the ICO procedure, an automated individual research request with a predefined personal wish and list of questions regarding detailed information on the product is generated from this, in this example to a bicolour interior trim variant and an RS wheel design. E.g. "where, when and how fast can I get this and what does it cost me?" or "is this also available in this variant in a different colour and at which authorised dealer can I get this in the area up to 100 km from my postcode and can I have a live look at it at a dealer exactly as I wish?"

3. Mrs. Huber enjoys the evening at the theatre and the next day she calmly analyses the research results, Contact offers, links and media provided by the manufacturer for the product.
4. Mrs. Huber receives a report which compares the inquiry and the research result with personalized preferences, inclinations and wishes.
5. Mrs. Huber can, in a special version of the ICO procedure "on demand online", initiate a consultation or inspection appointment, a test drive and, if necessary, a purchase, which is already quite is individually personalized.

This means that a contactless activation, for example by means of an electronic activation feature, an RFID reader or TAN generator, which is optionally offered to buyers of a certain make of car, can provide more knowledge about a specially applied component.

- the sighted vehicle
- the product component
- the procurement
- the function of the component
- the restrictions/conditions/prerequisites for use of the product component
- a detailed knowledge
- Technical data of the product/component
- where appropriate, keeper information of the motor vehicle/information on the driver/user is optional, if they have voluntarily agreed to an ICO data exchange

will be experienced.

The focus of the ICO procedure is on the individual wishes of the ICO user, i.e. the very personally formulated search query on a motor vehicle or a module or a module component thereof.

The activation tool is integrated in a special design variant in a mobile terminal, for example an I-Phone signal, and in a special design it automatically establishes a connection to/from ...

- Website of the manufacturer
- Internet forums of like-minded people
- Blogs
- YouTube platforms
- to all interfaces of manufacturers and persons in general, who advertise the product in any form
- to the personal e-mail account of a user/user, if there is a voluntary agreement to an ICO data exchange

Advantages:

- more efficient personalised and highly individualised provision of data "on demand" on a technical component of a motor vehicle or the vehicle in general
- Reduction of a dialogue in connection with acquisition and support on the level "manufacturer/dealer/customer" to the technically necessary and the targeted emotional personalized customer wish
- Reduction of time and unnecessary ways in the decision-making process of a purchase decision, i.e. elimination of unnecessary activities, trips and appointments
- Component- and product-related holistic process with use of all media that meet the Spirit of the times of modern society, i.e. in the interest of the customer for the customer's senses and the environment
- Innovative, efficient, smart