Entering the electric vehicle market

ERM is set to offer its Starlink EV, a telematics product for the electric vehicle) market that can be used in cars, buses, trucks, and even two-wheeled vehicles like motorcycles and scooters.

Eitan Kirshenboim, CEO of ERM Advanced Telematics: “The fast developing EV market will become extremely significant in the coming years throughout the world.” (Photo: ERM)

Automotive supplier ERM Advanced Telematics, whose products are installed in more than five million vehicles worldwide, is expanding into the booming electric vehicle (EV) market. The company is planning to launch Starlink EV, a telematics product for EVs. The product is offered to the company’s customers and partners in over 65 countries beginning this June.

The EV market represents a quantum jump for the more than century old conventional auto industry. EVs are based on 48-V, 72-V, and up to 100-V batteries. This allows for sufficient power to operate all of the car’s various systems and enable a driving experience that is on par with that of gasoline and diesel operated vehicles.

The entire range of automotive systems are controlled and managed by the vehicle’s computer and through a network that is similar in its means of operation to CAN, which is used in further vehicles. The term “connected car” refers to the telematics capability of remotely locating and controlling the vehicle and is feasible only with late model or new cars. The subject has taken on extreme importance in the EV market, and the ability to remotely locate and upgrade the various systems and in future to enable the fixing of bugs, updates, and additional services without the need of implementing a recall forms the basis for succeeding in this new market sector.

The Starlink EV solution has being adapted for voltage use of up to 100 V and will enable the utilizing of the technological advantages that have already been developed by the company for the conventional auto market and to adapt them for the future EV market.

Starlink EV will be equipped with an internal backup battery, with ERM’s award winning technology for analyzing driver behavior and identifying accidents. It will be supported by Bluetooth communications using an attachment for cellular phones or various sensors and the company’s CAN Engine technology that will allow a sophisticated attachment to the vehicle’s computerized systems via the CAN network.

“The fast developing electric vehicle market will become extremely significant in the coming years throughout the world,” predicted Eitan Kirshenboim, CMO at ERM Advanced Telematics. “Part of our vision is to supply advanced technological solutions that will create added value for our partners and end user customers, while at the same time allowing drivers to be even more connected to their vehicles.” He added: “we view the EV market as a prime growth accelerator for telematics solutions which enable the remote analysis of vehicles that travel on the roads today and in the future. The Starlink EV represents ERM’s initial entry and the first of a planned line of products to serve this emerging market that will enable our partners to greatly expand the services they provide and to grab a segment of the emerging EV market in addition to their existing markets.”

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