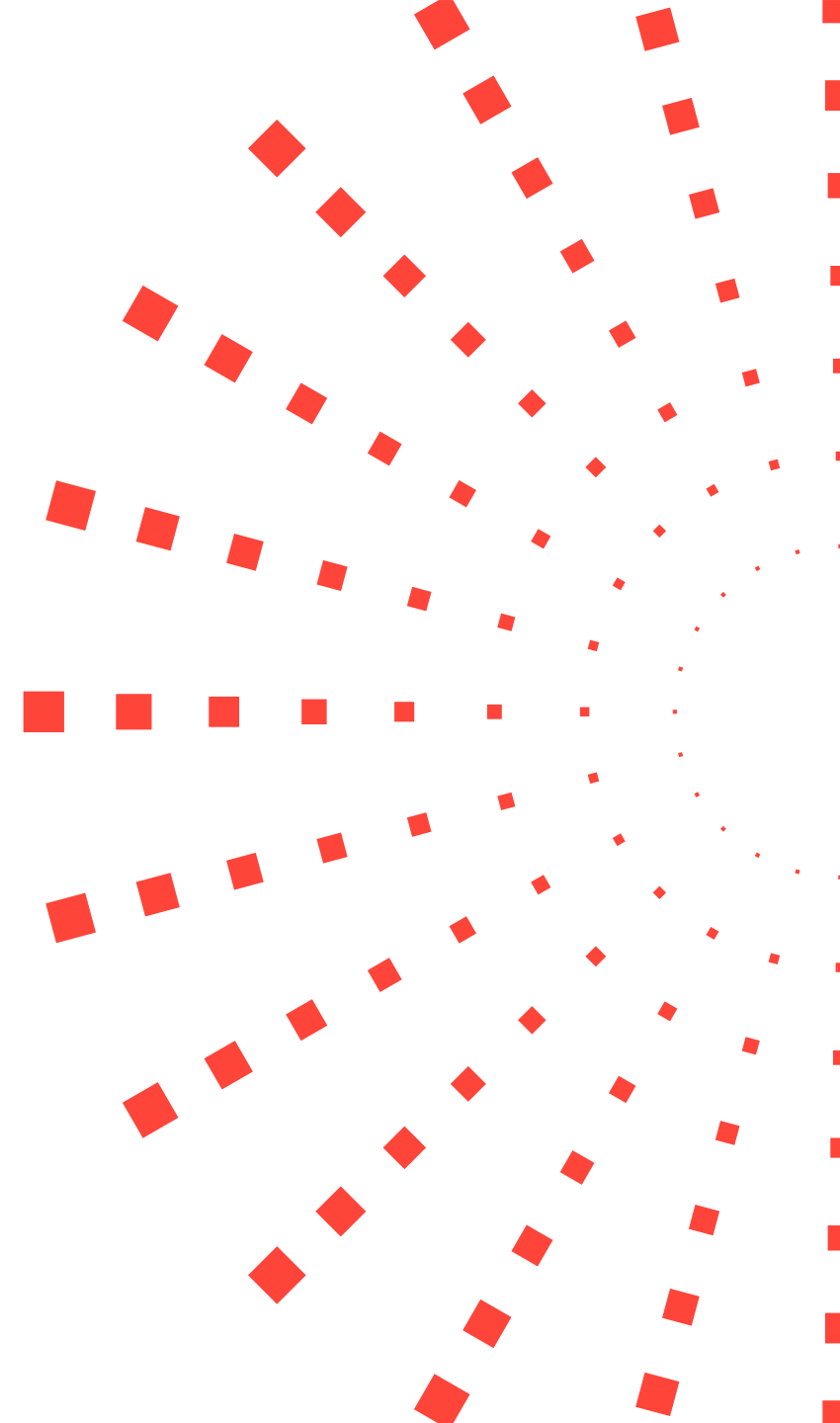




Justin Moon, Vice President Core Product Engineering, QNX

Redefining SDV development for higher value creation: In-vehicle platform strategies



QNX at Glance

Overview

- Trusted and proven for over **four decades** to deliver foundational software for our customers' critical embedded systems
- **Trusted supplier of operating systems, hypervisors, development tools and services** to automotive OEMs, Tier 1s and the general embedded market
- Industry-leader in **safety-certified, secure, and reliable software** for the automotive industry
- Recognized for attaining the **highest levels of safety and security certifications**

Product Portfolio Highlights

QNX Software Development Platform

- Advanced, high performance, scalable, safety and security-focused foundational software including real-time operating system, virtualization, middleware and development tools.

Cloud-First

- Cloud-first technology and partnerships to accelerate development, enable scale and Edge-Cloud parity throughout the product lifecycle.

Developer Ecosystem Enablement

- QNX Everywhere initiative to make QNX freely available for non-commercial use to address the growing global demand for highly-skilled embedded developers.

Key Market Segments



Automotive

275M+

Vehicles



Industrial
Automation



Medical
Devices



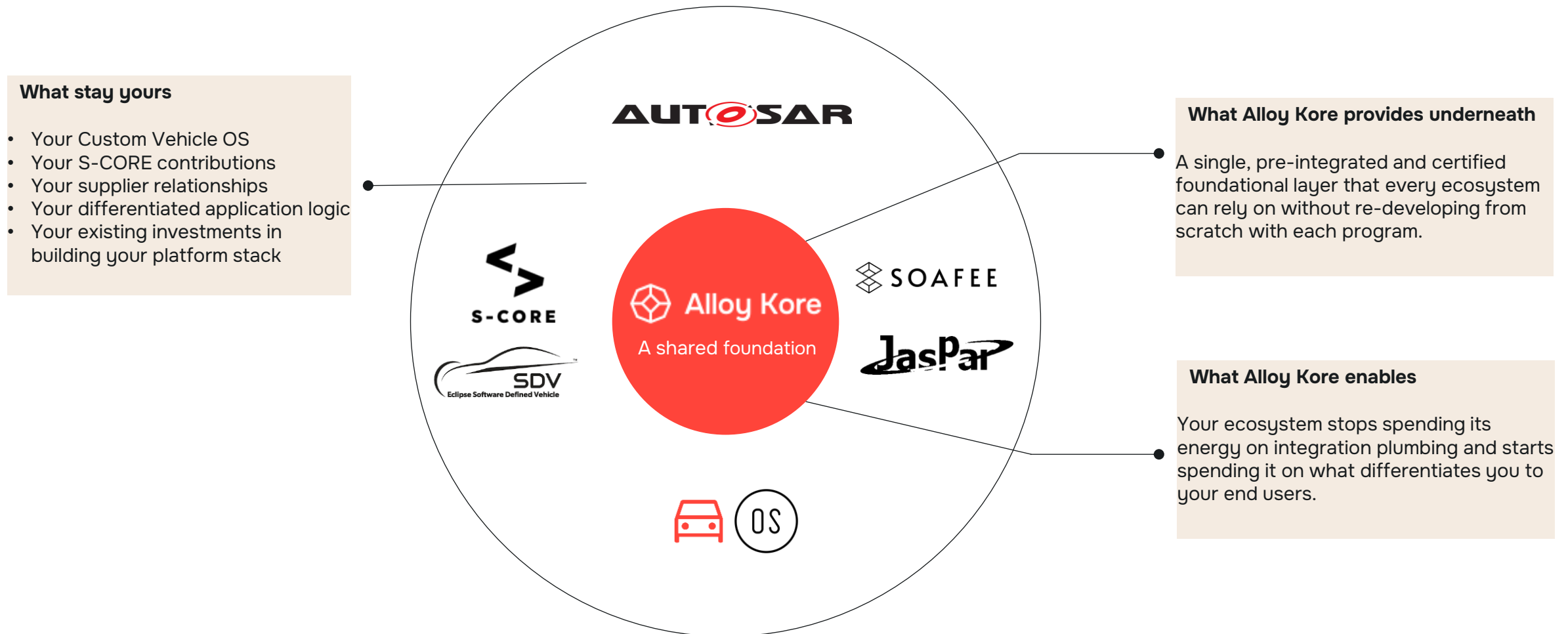
Robotics



Commercial
Vehicles

An Ecosystem of Ecosystems

Enablement, not replacement



Software Defined Vehicle Challenges

40%

of a vehicle's development budget, from development to production, can be attributed to systems integration, testing, verification and validation.

Source: [Deloitte](#)

80%

increase in the number of software-related recalls in 2024 up from 2023. Software-related issues now account for 44% of all recalled vehicles.

Source: [JDPower](#)

47%

of automotive projects are behind schedule with 59.5% of delays attributed to complexity and technology challenges with 16.7% directly attributed to integration challenges.

Source: [VDC Research](#)

SDV: Who's Feeling the Pressure?

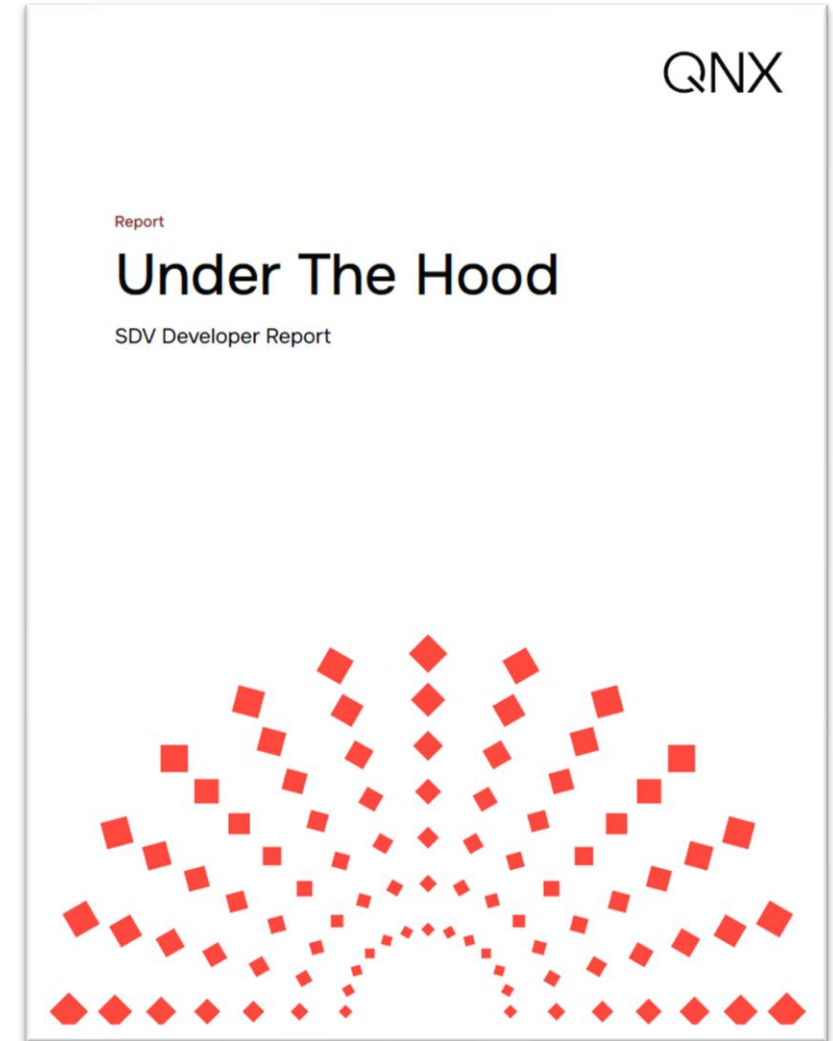
Mind the Gap: Execs vs. Engineers on SDV Integration

52%

of VPs of Engineering
cite integration
complexity as a top
concern.

37%

of Software developers
view integration
complexity as a top
concern.



Foundational Software: the Hygiene Factor that Enables Differentiation

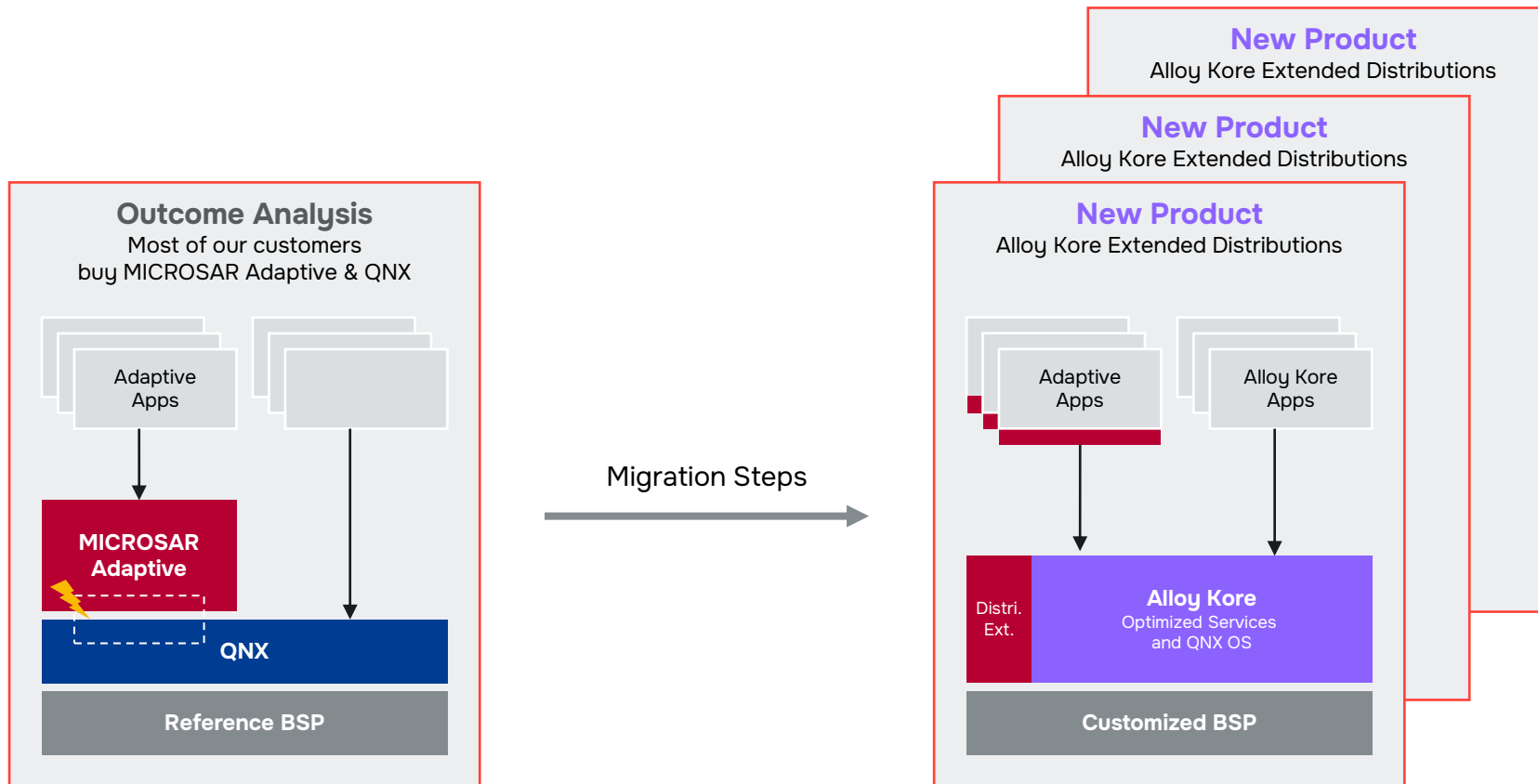
	Motivators	
Differentiating Software	• Infotainment UX • ADAS Features • Personalization • Connected Services • OTA Updates	
	Hygiene Factors	
Foundational Software	• Real-time OS • Middleware • Safety and Secure Certification	

The Myth of Non-differentiating Software

Non-differentiating
≠
Non-essential

Motivation:

Alloy Kore

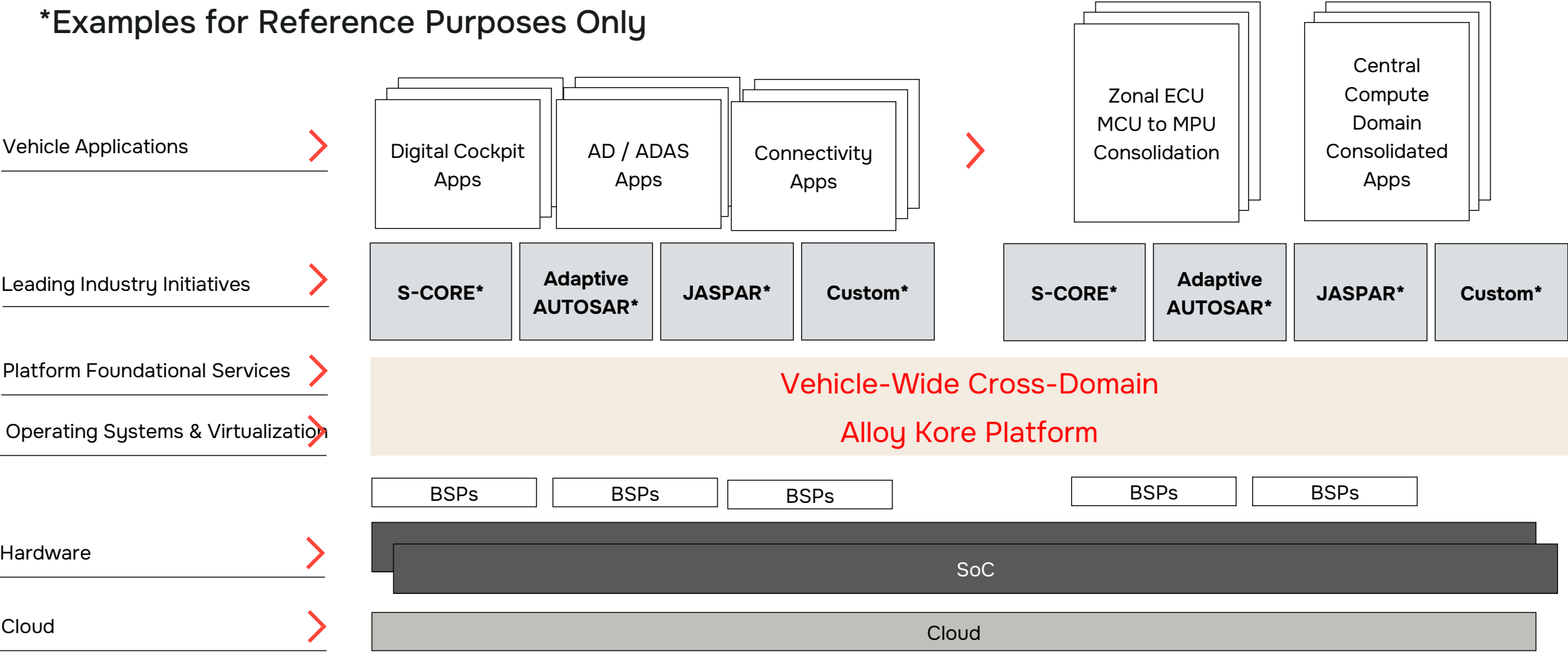


- Duplication of core functionality between AUTOSAR and native applications
- Difficult to optimize

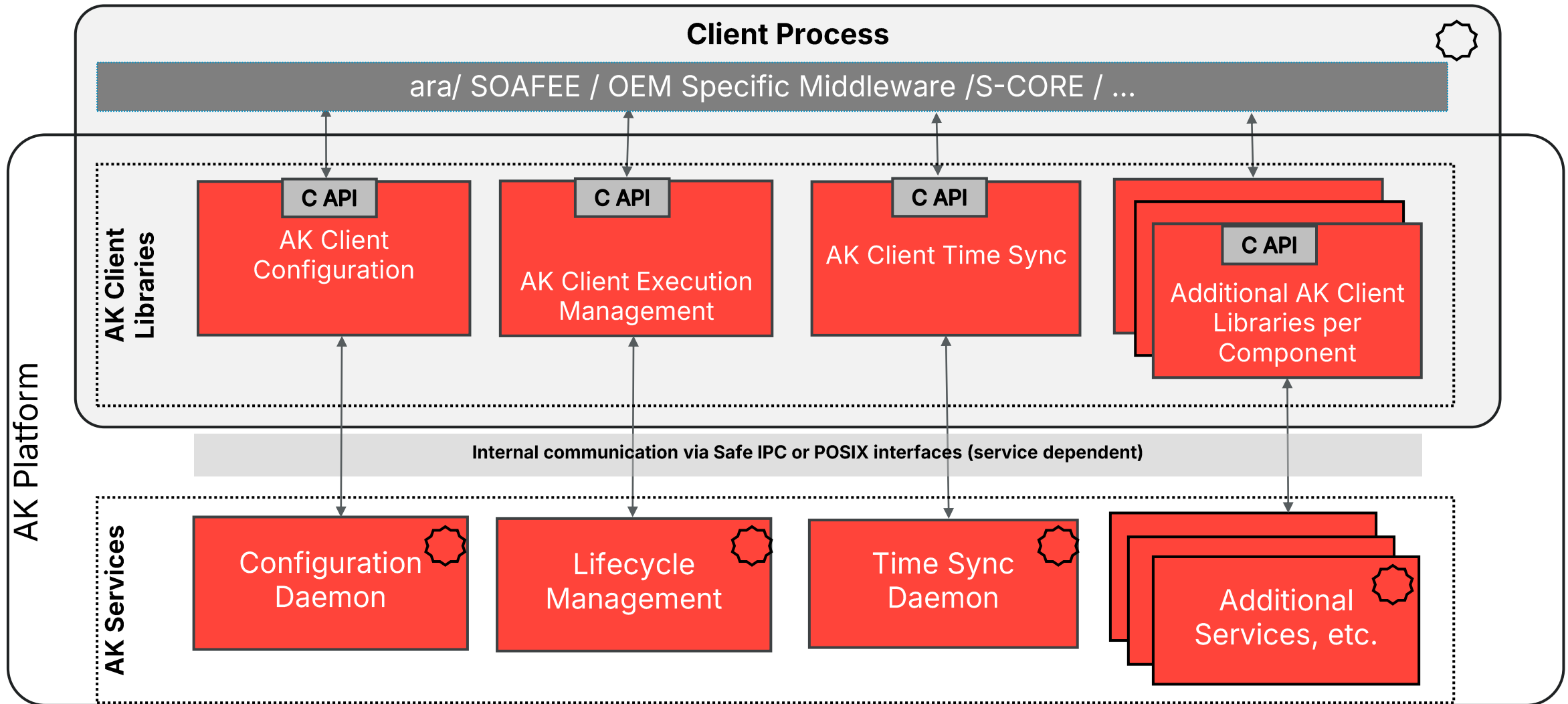
- Foundational base services / functionality included in Alloy Kore, available to all applications
- Duplication reduced
- Platform optimized for services and OS

Alloy Kore - Underpin Leading Automotive Industry Initiatives

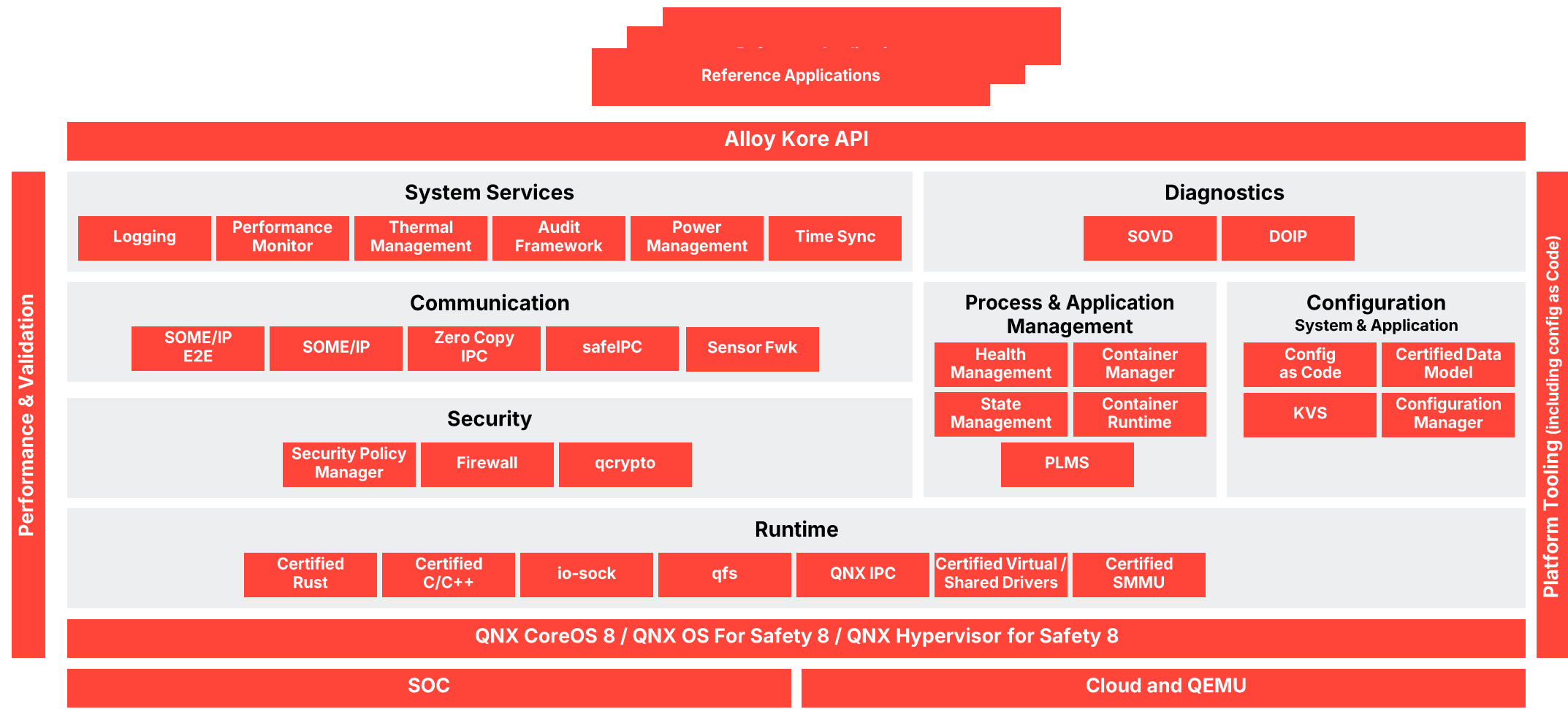
*Examples for Reference Purposes Only



Reduction of Layers



Technology Stack



Alloy Kore Strengthens Engineering Teams

What Alloy Kore removes

Eliminates repeated OS-to-middleware stitching across programs

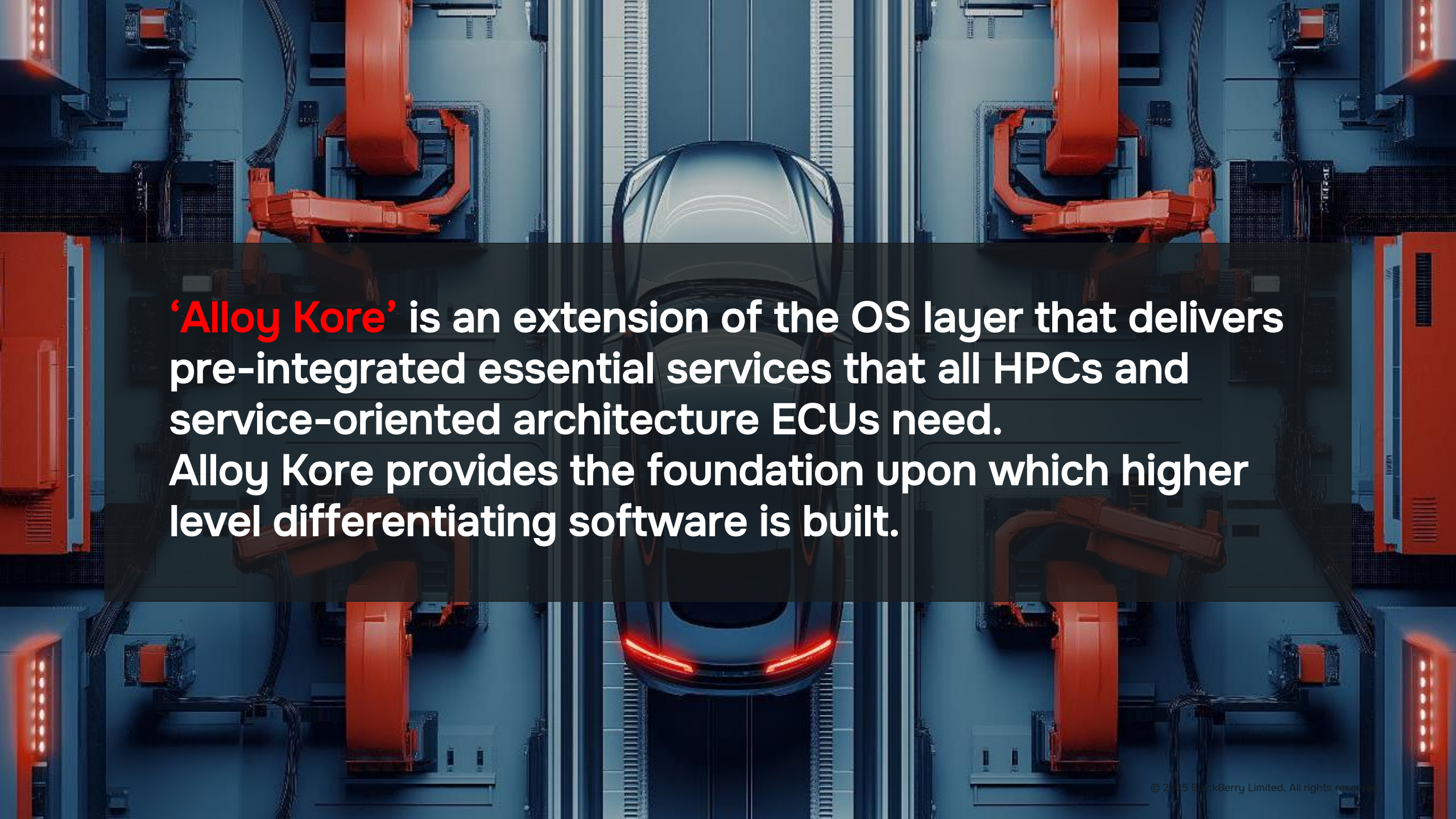
What it enables

Frees engineering capacity for system design, middleware, and OEM-specific integration

What stays with the team

The team remains responsible for full system integration and validation, with platform consistency improving reuse across all programs

Alloy Kore does not remove the base layer responsibility. It removes the undifferentiated work teams are forced to repeat, so they can focus on the integration that creates value for their end customer

A top-down view of a sleek, dark-colored car positioned on a central track of an automated manufacturing facility. The facility is characterized by a grid-like structure of blue and grey metal beams. On either side of the track, there are large, articulated orange robotic arms, some of which are in motion. The lighting is cool and industrial, with some orange highlights from the machinery. The car's rear lights are illuminated with a bright red glow.

‘Alloy Kore’ is an extension of the OS layer that delivers pre-integrated essential services that all HPCs and service-oriented architecture ECUs need. Alloy Kore provides the foundation upon which higher level differentiating software is built.



Thank you