



High Mobility

High Mobility and Porsche cooperate for the Porsche Data Cup – a competition to launch next level connected car services.

The digital innovation competition Porsche Data Cup is officially launching with a live webinar for the selected participants on May 18, 2021. High Mobility CTO Kevin Valdek and Andy Grau of Porsche AG will give an introduction to the competition and the Porsche Car Emulator, which simulates 140 end points of vehicle data - allowing the contestants to test mockups and develop new products and services under realistic conditions.

Berlin & Stuttgart, May 11th 2021 - As cars get equipped with sensors and board computers and connected to the cloud, they become an interesting environment for digital applications and services - and thus for software and software development. Modern cars can do basically everything computers and smartphones can do. However, they produce a much larger set of data points in ever increasing resolution and quality. With the business opportunities of this growing market constantly expanding, Porsche Data Cup 2021 is an opportunity for businesses to fast-track their product ideas and get their offering in front of real Porsche drivers.

The Porsche Data Cup is an innovation platform for the development of car data driven digital services. It is already the third open innovation competition organized by Porsche and High Mobility, starts on May 17 and ends on June 25. Registration is possible immediately, but remains open during the whole implementation phase until June 25th. The competition is aimed at innovators - companies and corporate teams - in the areas of B2B2C technology for smart home, fintech and insurance services as well as e-mobility applications.

The winner will be given the opportunity to present their project on Startup Autobahn's EXPO Day 10, which is Europe's biggest open innovation platform established between corporates and technology start-ups. The presentation will be on July 22. Additionally they will get 6 months of free live car data and enjoy a supported launch on the High Mobility data marketplace.

To join the kick off webinar for the selected participants introducing the competition, its underlying Car Emulator and the world of car data and car data powered business opportunities - apply with a team and product idea under www.porsche-data-cup.com.

About High Mobility

High Mobility is an open vehicle data marketplace offering personalised data from many manufacturers through a single API and one business interface. The company is a trusted technology partner enabling innovative and rapidly scalable new mobility services in the sectors of digital insurance, fleet management, vehicle maintenance, EV charging, logbook and claims management.

High Mobility. **Personalised car data - on demand.**

Press Material

More on <https://about.high-mobility.com>

Further press material at <https://about.high-mobility.com/press>


Media Contact

Benjamin Kegler

Head of Marketing - High Mobility GmbH

+49 302 65 65 600

press@high-mobility.com



The screenshot displays a 3D simulation of a green car. The car is shown from a front-three-quarter view. Several data points are overlaid on the car: 'CLOSED' on the front door, 'OFF' on the side door, 'UNLOCKED' on the rear door, and '2.3 BAR' on the front wheel. The car is set against a dark background. On the left side of the interface, there are two 'AW' labels. At the bottom left, there is a 'CONSOLE LOG' section with the following entries:

- 9:45:01 Initialized emulator
- 9:45:01 Initialized capabilities
- 9:45:11 Car initialized
- 9:45:15 Emulator message

On the right side, there is a 'CAPABILITIES' menu with a list of items, each with a dropdown arrow:

- Mobile
- Charging
- Chassis
- Cineta
- Diagnostics
- Door locks
- Browser
- Driver fatigue
- Engine
- Fuelling
- Graphics
- Heart rate
- Honk Horn & Flash Lights
- Keyfob Position
- Light Conditions