

Technology Focus

DRIVE DATA LL4 - MOTOR RACING-STYLE VIDEO TRANSMISSION

■ What is it?

A new digital video-on-demand transmission system that captures several alternative perspectives around a vehicle's chassis structure.

■ Why is it hot?

Developed by DriveData, an independent technology company founded by ex-FordActiveMedia exec John Chambers, the LL4 uses its original motor-racing roots. But this new application could work for a host of different types of vehicles (sedans or SUVs or two-wheeled scooters). It can be used in body work, motor and compressor (air) installations and is available for purchase on Amazon.

■ How does it work?

The LL4 uses the digital (not analog) frequency division multiplexing (FDM) modulation technique and does not require high-quality, low-latency video images in real-time when transmitted over cellular networks. The result is that the bandwidth required is reduced and the system's reliability is improved with conventional digital techniques.

■ How do I find out more?

www.drivedata.com



to the performance benefit of the technology, but it may be difficult to realize similar benefits on cars. While the other applications with specifications.

How much will it cost?

Chambers has received a very good deal from Intel to make the LL4 software available for free. While there is some expense in the hardware to be installed and connecting to the network, the new system is not too expensive to install. The company is more focused on providing the software for multiple vehicles, so this will improve the quality of work. For example, if you have a car with a new camera, you can get a new performance fitting.