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(54) **TECHNOLOGIES FOR DYNAMIC TELEMATICS MESSAGE PARSING**

(71) Applicant: **CALAMP CORP.**, IRVINE, CA (US)

(72) Inventors: **Manu Whig**, Gaithersburg, MD (US); **Yashasvi Yadav**, Herndon, VA (US); **Anand Rau**, Irvine, CA (US)

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(57) **ABSTRACT**

Technologies for dynamic telematics message parsing include a telematics cloud server that receives a message definition and generates a dynamic message parser based on the message definition. The message definition may be a binary structure definition. A telematics device receives a message data payload from a peripheral device of a vehicle and then transmits a device message including the message data payload to the cloud server. The peripheral device may include a sensor or a controller coupled to the vehicle. The cloud server executes the dynamic message parser with the message data payload and generates a standardized data structure. The standardized data structure may be processed using a telematics cloud platform. Other embodiments are described and claimed.