

GENIVI Alliance

Meet the GENIVI Alliance

GENIVI is a newly formed association open to automotive, consumer electronic, communication companies committed to driving the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI development community. GENIVI's work will result in shortened development cycles, quicker time-to-market and reduced costs for companies developing IVI equipment and software.

Delivering Value to the IVI Ecosystem

In-Vehicle Infotainment or IVI is a rapidly growing and evolving field that encompasses a wide variety of automotive infotainment products and services including music, news, Internet and multimedia, navigation and location, and telephony. Automobile manufacturers and their suppliers must develop, test, deploy and support these IVI products and services across multiple automobile models and generations, which is becoming increasingly complex and expensive as the rate of innovation and number of applications continues to expand exponentially.

GENIVI stands ready to lead the way forward by developing a reusable, open source IVI platform consisting of the essential core services (e.g., media and graphics) required by IVI systems. The GENIVI platform will establish a foundation upon which automobile manufacturers and their suppliers can add their differentiated products and services, resulting in faster time-to-market and dramatically reduced development costs.

The GENIVI vision — a common software architecture that is scalable across product lines and generations — will accelerate the pace at which new and compelling automotive applications are developed and allow new business models to emerge in the in-vehicle infotainment market.

Through the GENIVI Alliance, building a cross industry ecosystem will open the door to broadly available connected infotainment services.

GENIVI Strategic Initiatives

Accelerate the development and implementation of the fully connected vehicle for infotainment applications

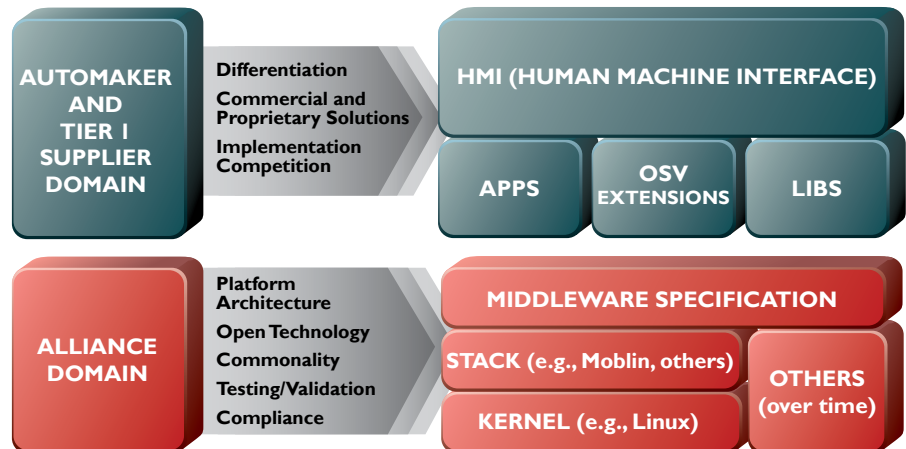
Deliver a platform consisting of standardized middleware, application layer interfaces and frameworks

Extend open source community innovations to support the automotive domain

Engage developers to deliver compliant implementations

Sponsor technical, marketing and compliance programs

GENIVI Platform Vision



GENIVI Alliance

Structured for Success

GENIVI is structured with one simple goal in mind — to bring multiple industries with a similar vision together to collaborate, align requirements and produce reusable components of the GENIVI IVI platform. GENIVI's work is accomplished through technical working groups with oversight from a steering council that manages the overall architecture of the platform. The open source mission of GENIVI enables a continuous improvement of the platform through technical contributions from developers both inside the automotive industry and the open source community.

Get Involved

Help us shape the future of IVI technologies and specifications by getting involved in the GENIVI Alliance. Join today to begin enjoying these exclusive member-only benefits:

- Insight into technical work in process, providing a head start competitive advantage
- Influence the technical direction of the Alliance through contributions
- Access and usage rights to GENIVI specifications, reference implementations and compliance/certification programs

Annual memberships are open to all companies that are invested in the success of IVI systems and related products and services. GENIVI's multi-tiered member program encourages companies of all sizes to participate, collaborate and contribute to the success of our shared mission. Each tier provides auditing, participation and/or leadership benefits commensurate with the financial and resource commitment contribution, and all employees of member companies can participate.

GENIVI Platform Benefits

- Speeds time-to-market
- Accelerates innovation and increases perceived value
- Dramatically reduces development costs
- Provides code transparency
- Increases IVI interchangeability across vehicle makes and models
- Grows the entire IVI ecosystem

Individuals not associated with a member company are encouraged to sign up for our interest list in order to receive regular updates on our activities and events.

About GENIVI Alliance

GENIVI (pronounced gen-ee-vee) is a concatenation of Geneva, the international city of peace and the acronym IVI, for In-Vehicle Infotainment, heralding a new era of cooperation among automakers, suppliers and technology providers in the interest of streamlining the development and support of connected services to cars aligned with mobile devices.

For more information, visit our website at www.genivi.org.



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