

**How Automotive industry can really meet  
consumers demand and needs...  
→ Focus on in-vehicle infotainment**

**Why GENIVI is the right direction ?**

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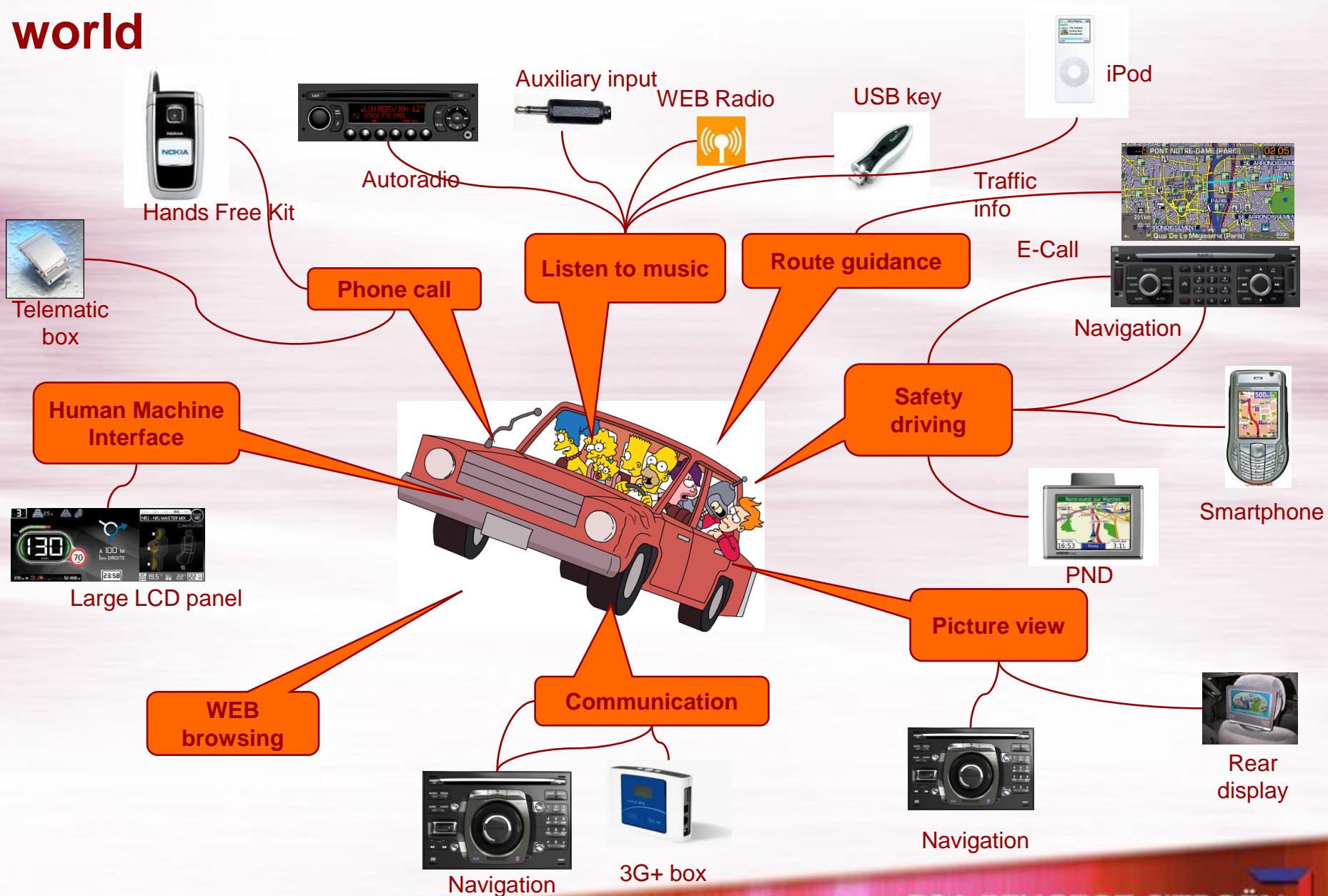
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# Overview

- **The in-vehicle infotainment, gateway to the Consumer Electronics world**
- **To fit the consumer demand, a headache ?**
- **To meet or to follow, what's the right strategy ?**
- **Evolution of the behaviours and the environment**
- **Why a GENIVI initiative ?**
- **GENIVI goals in a nutshell**
- **The GENIVI Solution Stack**
- **GENIVI Alliance ecosystem**
- **GENIVI Q&A**

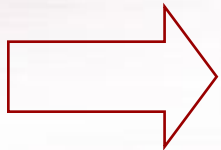
# The IVI\*, gateway to the Consumer Electronics world



\* IVI = in vehicle infotainment

# To fit the consumer demand, a headache ?

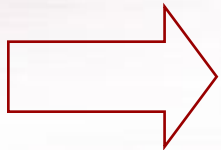
- **How to understand the consumer demand ?**
  - **When the device becomes a fashion accessory**
  - **When the set of features make the device a “Swiss knife”**
  - **If the consumer asks for his “own vehicle“, his “myspace”**
  - **With a continuous increase of the market’s supply**
  - **With a short term visibility (nobody knows what’ll be the features in 5 years)**



**The Consumer Electronics features are evolving more quickly than the automotive world**

# To meet or to follow, what's the right strategy ?

- **Car manufacturer are working hard to meet the consumer demand as close as possible but:**
  - **Time to market is different**
  - **Market size is different**
  - **To make the marketing message meet the consumer expectations is tough and complex**



What's the right strategy, to be an innovative company or a fast follower ?

# Evolution of the behaviours and the environment

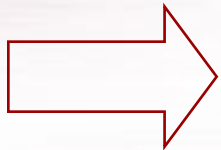
- **Heavy environment influence**
  - Traffic congestion increases
  - Cars become enemies in centre town due to global warming
  - Speed limitations everywhere
- **Customer behaviours change**
  - End of vehicle centric approach ?
  - Less money, crisis consequences
  - "want it for free" attitude → how to justify the price ?
- **Car manufacturer is focusing more on the interior's features**



The IVI becomes a key actor in the feeling of comfort and driving pleasure

# Why a GENIVI initiative ?

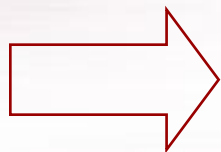
- **Consumer demand for the latest in-vehicle infotainment is high**
- **The appetite for features continues to grow**
- **In vehicle infotainment requirements are becoming similar to the ones of consumer electronics**



**But the amount of resources for developing automotive software can't be extended infinitely !**

# GENIVI goals in a nutshell

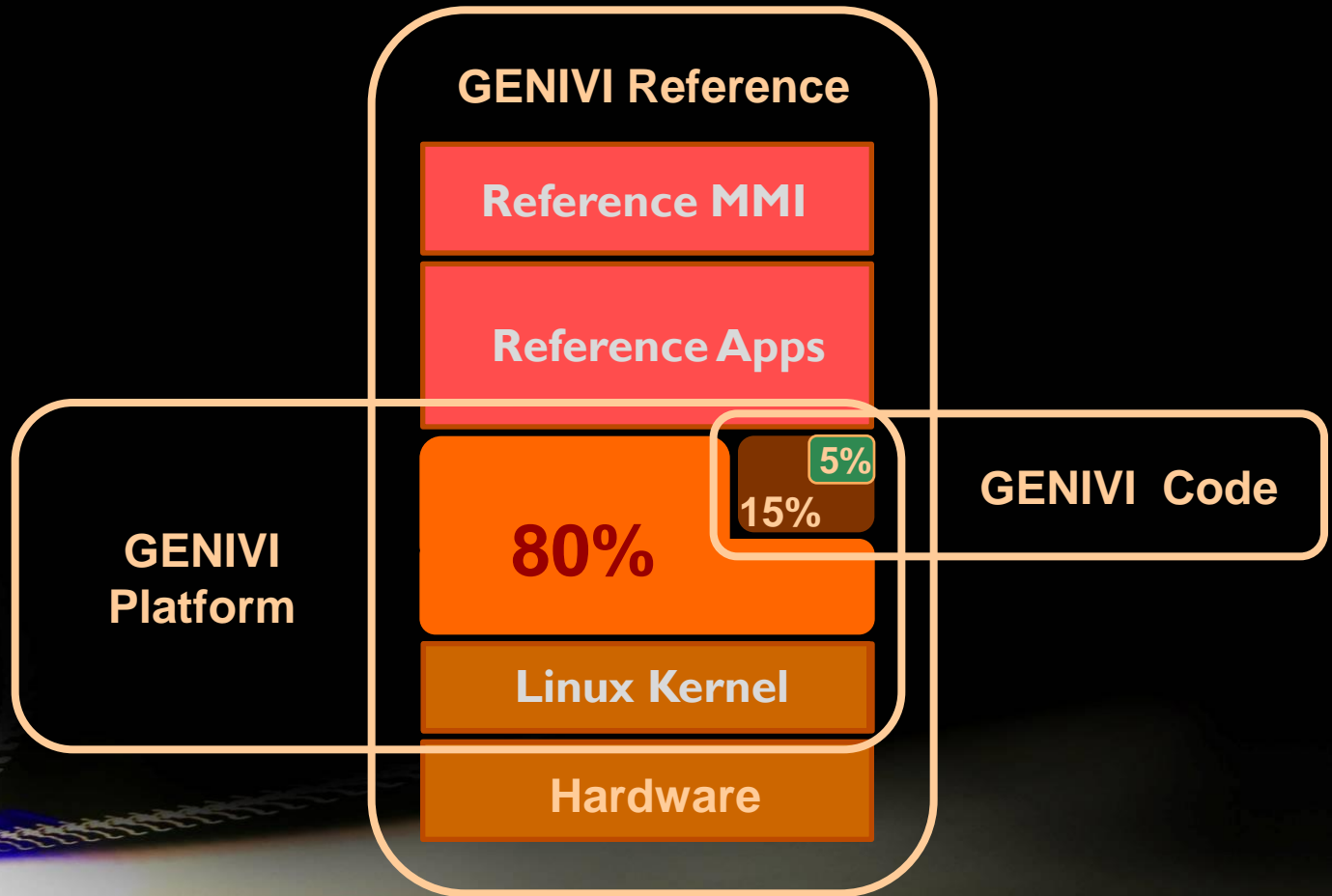
- **Divert resources that were previously engaged in the creation and validation of the basic software infrastructure...**
- **And move it towards the generation of customer feature**



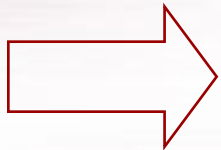
Re-focus on delivering the customer relevant, value-added elements of the solution



# The GENIVI Solution Stack



# GENIVI Alliance ecosystem



Based on a community, not a specific supplier dependency