How Automotive industry can really meet consumers demand and needs…

Focus on in-vehicle infotainment

Why GENIVI is the right direction?
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 Reference
- Reference MMI
- Reference Apps

GENIVI Platform
- Linux Kernel
- Hardware

GENIVI Code

80%
15%
5%

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GENIVI Alliance ecosystem

Based on a community, not a specific supplier dependency

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