



MyAssist Joins GENIVI Alliance

Leading live-agent personal assistance leader furthers commitment to automotive software development

Stevens Point, Wis. – May 31, 2013 - [MyAssist™](http://www.myassist.com), a leading live-agent personal assistance and concierge service for individuals and companies, announced today it has joined the GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open in-vehicle infotainment reference platform.

Membership in the GENIVI Alliance allows MyAssist to bring its expertise and experience to the consortium and help push forward innovations in connected vehicle infotainment services that deliver standards for improved in-car safety and security.

“In-Vehicle infotainment systems bring new conveniences and driver assistance, but they also add a layer of complexity for the driver,” said John Noel, Chairman and CEO of MyAssist.

“Joining GENIVI allows MyAssist to work together with the automotive industry to develop standards that will support OEMs in managing software in a reliable and efficient manner. Like our colleagues at GENIVI, we have built our technology around innovative services that provide solutions for the end user.”

In-Vehicle Infotainment (IVI) is one of the fastest-growing fields in the automotive market, with new products being introduced and expanded constantly. IVI includes products and services like music, news, Internet and multimedia, navigation and location. Automobile manufacturers and companies like MyAssist support IVI products and services across multiple automobile models and generations, a complex and expensive challenge due to the rapid rate of innovation.

“The GENIVI Alliance has experienced incredible growth the past few years and we are proud to join this fine organization,” said Jim Flavell, Executive Vice President of MyAssist. “We look forward to collaborating with industry leaders to drive software quality and security earlier in the development process, as well as drive standards across the automotive software supply chain that will ultimately improve the safety and security of vehicles.”

About GENIVI Alliance

The GENIVI Alliance is a non-profit industry association whose mission is to drive 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 community. GENIVI’s work will result in shortened development



cycles, quicker time-to market, and reduced costs for companies developing IVI equipment and software. Comprised of more than 165 member companies, GENIVI is headquartered in San Ramon, Calif. www.genivi.org.

MyAssist™

Guidance, support and assistance – with anything, at any time, from anywhere: That’s MyAssist™, a unique live-agent personal-assistance and concierge service from the Noel Group. MyAssist was created by John Noel, founder of travel-insurance giant TravelGuard, to provide individuals and organizations around-the-clock access to experts in travel and reservation services, online research, emergency services, and medical assistance. Members can access MyAssist via iPhone, BlackBerry and Android apps, email, or any phone line. Learn more about MyAssist at myassist.com.

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