

Tuxera Joins GENIVI Alliance

Provides Complete File System Interoperability Stack for Automotive Infotainment Systems

Helsinki, FINLAND <September 30, 2011>. Tuxera Inc., the leading provider of Windows and Mac compatible file systems for Android, Linux and other platforms, today announced it has become an Associate Member of the GENIVI alliance. Tuxera will contribute to make GENIVI an open, fully interoperable In-Vehicle Infotainment (IVI) platform that supports all Windows formatted storages as well as the latest SDXC memory card formats.

"GENIVI is an important milestone for the automotive industry to aim at a standardized platform and bring consumers richer experiences while driving. Tuxera will make sure GENIVI fills in consumers' expectations they can plug-in any portable media storage they have and playback the music and other content with the latest infotainment systems," said Mikko Välimäki, Tuxera CEO.

The GENIVI reference platform builds on Linux and other open source technologies, which are also Tuxera's core competences. Tuxera developers have been actively contributing to the Linux community for more than ten years. Tuxera is also working with industry leaders including Microsoft and SD Association to solve legal compliance issues that come with the use of proprietary interoperability standards on open source platforms. Today Tuxera's high-performance, commercially licensed file system products power tens of millions interoperable consumer electronics devices.

"Tuxera has a long experience in working with consumer electronics manufacturers, operating systems developers and chipset companies to bring interoperability across devices. We are pleased to support GENIVI's efforts in reducing the development time and costs of fully-connected, standards compliant In-Vehicle Infotainment systems," said Viet-Anh Le, Marketing Manager at Tuxera.

The GENIVI Alliance gathers companies from the entire IVI value chain: software, consumer electronics, communication, and automotive companies, including major vehicle manufacturers such as BMW, PSA Peugeot-Citroen, Jaguar Land Rover, General Motors, Hyundai Motor Group, Renault, Nissan, Honda and Mahindra.

For more information, please contact:

Tuxera Inc.
Viet-Anh Le
Viet-anh@tuxera.com
Marketing Manager
+358-40-088-5099

About Tuxera. Tuxera is a leading provider of file systems that allow music, pictures, videos and other content to be ported across devices. With Tuxera file systems inside, users experience plug and play interoperability with their laptops, digital cameras, set-top-boxes, mobile phones and other consumer electronics. Building on the success of open source, Tuxera's industry-standard NTFS and exFAT solutions for Android, Linux, Mac OS X and other platforms have over 30 million installations. Close collaboration with Microsoft ensures reliable compatibility and helps Tuxera to set the standard in high-performance, low power use for embedded and mobile solutions. Tuxera's customers include leading hardware, software, and consumer electronics companies. For more information, please visit www.tuxera.com.

About GENIVI Alliance. 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. GENIVI is headquartered in San Ramon, California. For more information, please visit: www.genivi.org.