



Press Release

FOR IMMEDIATE RELEASE

GENIVI ALLIANCE TO DEMONSTRATE GENIVI 1.0 -- ITS FIRST OPEN SOURCE-BASED IVI PLATFORM AT INTERNATIONAL CES 2010

Rollout of v1.0 Platform to Help Accelerate Development of Infotainment Applications for Connected Vehicles

LAS VEGAS - Dec. 30, 2009 - GENIVI Alliance, an automotive industry association driving the development and adoption of an open in-vehicle Infotainment (IVI) reference platform, will be publicly unveiling GENIVI Platform version 1.0 at the International Consumer Electronics Show in Las Vegas from January 7th – 10th.

The GENIVI Platform 1.0 represents the collaborative efforts of the core and charter members of the Alliance, including founding companies BMW, Delphi, General Motors, Intel, Magneti Marelli, PSA, Visteon Corporation, and Wind River. The platform, recently made available to its member companies, may be used by Tier One and OEMs to reduce the cost of developing IVI devices and greatly reduce the time to bring innovative, differentiated IVI devices to the consumer market.

“The release of GENIVI 1.0 comes just ten months after the Alliance launch and is tangible proof of the commitment of our members and the automotive industry,” said Graham Smethurst, GENIVI president. “This platform will greatly accelerate the pace at which new and compelling automotive applications can be developed, and will allow for new business models to emerge in the in-vehicle infotainment market. With 47 members in its first 10 months, and still growing, the Alliance now has both the software foundation and the membership required to deliver on the GENIVI vision: broad adoption of a standardized open platform that delivers the non-competitive portions of the IVI software.”

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In-vehicle Infotainment (IVI) is a rapidly-changing and expanding field within the automotive industry and includes many types of applications including music, news, multimedia, navigation, telephony and internet services.

GENIVI 1.0, an extensible, open source IVI platform adds key automotive elements to the core services available from existing open source projects. It establishes a consistent foundation upon which automobile manufacturers and their partner suppliers can add their differentiated applications and services to create competitive IVI products.

A reference implementation of GENIVI Platform 1.0 may be viewed in the Visteon showcase located in the Central Plaza, CP13, in front of the Las Vegas Convention Center.

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, Calif. www.genivi.org.

Media Contact:
GENIVI Alliance
Craig Miner
(248) 840-8368
Cminer1@att.net