



Press Release

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GENIVI Alliance Announces Accenture, DENSO and MOBIS As its Newest Members

Three New Tier-1 Core Members Illustrates Growing Momentum in Alliance

SAN RAMON, Calif., - Apr. 13, 2011 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, today announced the continued expansion of its membership with key new companies Accenture, DENSO Corporation and MOBIS.

Accenture is a global management consulting, technology services and outsourcing company, with approximately 215,000 people serving clients in more than 120 countries. Accenture is developing a range of innovative offerings that combine automotive industry and mobility services expertise to transform original equipment manufacturers.

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electric, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 34 countries and regions (including Japan) and employs approximately 120,000 people.

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MOBIS, a Korea-based manufacturer, is an automotive supplier who leads the global automotive industry, providing brake systems (ABS/ESC), steering systems (MDPS), advanced airbag, LED lamp and core parts of eco-friendly cars, as well as chassis, cockpit and front-end modules known as 3-major module in the car. Its R&D division develops Pre-Crash Safety Systems (PCS), Smart Cruise Control (SCC), Lane Keeping Assist System (LKAS), Tire Pressure Monitoring Systems (TPMS), Advanced Safety Vehicle (ASV) and Multimedia systems.

Worldwide, the company has 25 module and parts factory in seven countries (including Korea) and six R&D centers in Korea, North America, Germany, China, India.

In addition to the Core members, twelve new Associate members joined the Alliance including: AutoNavi Software Company, Ltd.; Bertrandt Ingenieurbüro GmbH; CSR Technology, Inc.; Kanrikogaku Kenkyusho Ltd.; Mahindra Satyam; Network Systems & Technologies Ltd.; novero GmbH; Peiker Acoustic GmbH & Co. KG; Pi Shurlok; Qualcomm Inc.; Rightware Oy, Segula Technologies Automotive, bringing the total membership to 112 companies.

“Companies from across the IVI ecosystem are responding to the OEM’s recognition of the importance of the GENIVI platform and what the future holds in terms of deliverables,” said Graham Smethurst, GENIVI president. “These Tier I companies, along with our new Associate members will play an increasingly important role in driving the innovation that will enable us to offer the industry greater differentiation and cost savings in the marketplace.”

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.

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