



Press Release

FOR IMMEDIATE RELEASE

GENIVI ALLIANCE RECEIVES SUPPLIER INNOVATION AWARD FROM BMW GROUP

Special "Innovation Partnership" Award Presented for Delivery of First Open Source Infotainment Platform

SAN RAMON, Calif., - October 28, 2014 - The GENIVI[®] Alliance, an automotive and consumer electronics industry association driving the development and adoption of open source In-vehicle Infotainment (IVI) software has received the Supplier Innovation Award in the category of Innovation Partnership from the BMW Group.

Presented during its third BMW Supplier Innovation Awards event in Amsterdam, the award recognizes BMW's most innovative suppliers as key partners in making decisive contributions to the success of the company.

In November 2013, BMW introduced its first generation GENIVI Linux head unit product, which is now featured in many BMW Group models. The head unit, which is the central component for in-car communications, navigation and entertainment, leveraged the open source software developed in GENIVI for the non-differentiating functionality required by IVI systems.

-more-



“With the delivery of our first Linux head unit, BMW has proven the benefit of an open source development approach,” said Sajjad Khan, senior vice president, Infotainment and Connected Drive, BMW Group. “Our suppliers are now providing a GENIVI Compliant® platform as default because they believe it’s the best way to build a quality IVI product.”

BMW has launched a second GENIVI development project that will reuse code from its first program, and benefit from new code added to the GENIVI platform since their first program was completed.

“GENIVI is honored to receive the Supplier Innovation Award from the BMW Group,” said Philippe Gicquel, president, GENIVI Alliance. “This award, along with their successful production program, and their launch of a second GENIVI program, is confirmation that GENIVI’s open source model of collaborative development can accelerate the implementation of the full connected platform for infotainment solutions without compromising quality or cost.”

About GENIVI Alliance

The GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of a specified In-Vehicle Infotainment (IVI) open source development software stack. GENIVI will accomplish this by aligning requirements, delivering software, 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 160 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

###



Media Contact- GENIVI Alliance:

Craig Miner

248.840.8368

cminer@gelia.com