



# Press Release

**FOR IMMEDIATE RELEASE**

## Virgin Hyperloop One Joins GENIVI Alliance

**SAN RAMON, Calif.** – Nov. 16, 2017 – The GENIVI Alliance, a collaborative community of automakers and their suppliers developing open software for in-vehicle infotainment (IVI) and the connected car, today announced that [Virgin Hyperloop One](#), the only company in the world that has built and successfully tested a full-scale hyperloop system, has joined the Alliance to work with the strong GENIVI ecosystem and leverage its proven history of open source software collaboration.

In the coming year, Virgin Hyperloop One will expand its entire electronics and supplier ecosystem and tap into the GENIVI community of open source-focused companies to assist in developing software quickly and cost-effectively.

“With our mission to have operational commercial systems built by 2021, Virgin Hyperloop One is ramping up its engineering resources rapidly to meet that objective,” said Matt Jones, senior vice president, Software Engineering, Virgin Hyperloop One. “As we are moving from the project’s R&D phase to true product development, we intend to hire 120 software engineers in the near future. This is the perfect time to become a member of GENIVI to adopt and extend their work, interact with other GENIVI members and accelerate the future systems of Virgin Hyperloop One.”

As Virgin Hyperloop One will work with a number of existing forms of transportation, it aligns well with current GENIVI connected vehicle and smart city initiatives as well as the recently-announced [GENIVI Vehicle Domain Interaction Strategy](#). This strategy now underway will deliver open standard interfaces and code that will define the necessary paths bridging multiple car software domains (e.g., safety, infotainment and consumer electronics).



“Forward thinking companies like Virgin Hyperloop One are showing increased interest in the domain interaction strategy that will enable vehicle manufacturers and their suppliers to deliver a unified passenger experience across safety systems, entertainment and passenger mobile devices,” said Steve Crumb, executive director, GENIVI Alliance. “We welcome Virgin Hyperloop One to GENIVI and look forward to their contributions toward reinventing the transportation experience.”

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#### **About GENIVI Alliance**

The [GENIVI Alliance](#) is a non-profit alliance focused on delivering open source, in-vehicle infotainment (IVI) and connected vehicle software. The alliance provides its members with a global development community of more than 140 companies, joining automotive software stakeholders with world-class developers in a collaborative environment, resulting in free, open source automotive middleware. GENIVI is headquartered in San Ramon, Calif.

#### **About Virgin Hyperloop One**

Virgin Hyperloop One is the only company in the world that has built a fully operational Hyperloop system. Our team has the world's leading experts in engineering, technology and transport project delivery, working in tandem with global partners and investors to make Hyperloop a reality, now. Headquartered in Los Angeles, the company was co-founded by Executive Co-Chairman Shervin Pishevar and CTO Josh Giegel, and is led by CEO Rob Lloyd. For more information, visit <http://www.hyperloop-one.com/>.

#### **Media Contact - GENIVI Alliance:**

Craig Miner  
GENIVI Alliance  
+1.248.840.8368  
[cminer@quell.com](mailto:cminer@quell.com)

#### **Media Contact - Virgin Hyperloop One:**

Lowell Eschen  
+1.212.614.4081  
[Lowell.eschen@hyperloop-one.com](mailto:Lowell.eschen@hyperloop-one.com)