

Intel GmbH  
Dornacher Strasse 1  
85622 Feldkirchen/Munich



# News Release

CONTACT: Markus Weingartner  
Intel GmbH  
+49-89-991430  
markus.weingartner@intel.com

## INTEL CORPORATION DRIVES OPEN STANDARDS FOR IN-CAR INFOTAINMENT

INTERNATIONAL MOTOR SHOW, Geneva, March 7, 2007 – Intel Corporation and BMW Group are creating a seamless experience between office, home and car that will deliver on the rapidly evolving in-vehicle infotainment (IVI) expectations of end users.

Intel Corporation and BMW Group first entered a corporate technology partnership back in December 2005. Furthering their collaboration and investment, the two companies have jointly specified an Intel® architecture-based integrated infotainment head-unit reference platform. The platform will provide a connected, rich, multimedia experience, in a way that is safe, reliable, and with appropriate interfaces for both the driver and passengers.

Both companies see significant opportunities to improve the consumer's entertainment, communication, and information on-the-go experiences by implementing in-car systems based on standards-based hardware and software building blocks. In the 20<sup>th</sup> century, the automobile redefined the very concept of mobility. In the 21<sup>st</sup> century, the automobile is failing to keep pace with information technology trends. A shift to open systems will allow car manufacturers to take advantage of the extensive technology investments and large supplier base that resides outside of the traditional automotive domain. Furthermore, greater consistency of the platform architecture applied across home, office, and the car will accelerate integration of quickly-evolving consumer devices and applications into the car, enhancing the consumer experience.

-- more --

Intel is committed to bringing the value of Intel architecture-based products to the fully embedded in-car infotainment market segment by establishing platform capabilities that match in-car operating conditions, as well as quality and reliability standards required by the car manufacturers.

“Companies developing in-car infotainment solutions based on Intel architecture will have the opportunity to more easily and quickly develop and deploy applications that consumers demand, and realize improved time-to-market.” said Ton Steenman, vice president, Digital Enterprise Group, and general manager Embedded and Communications Processor Division, Intel Corporation. “Furthermore, the vision of always connected cars and location-based services aligns well with Intel’s expertise in mobile computing. Intel is leading the industry in bringing next generation wireless technologies like WiMAX to market, which will bring significant benefits and opportunities to the in-car infotainment platform.”

Visitors to the Fully Networked Car Workshop at the 77<sup>th</sup> International Motor-Show, which takes place in Geneva from March 8<sup>th</sup> to 18<sup>th</sup>, will be able to see a demonstration of what future in-car infotainment may look like. Intel and BMW Group are showcasing a BMW car cockpit equipped with an Intel architecture-based in-dashboard multi-media platform running a web-based trip planning service as navigation aid. The showcased in-car infotainment system incorporates multi modal control and shows amongst other things how drivers will be able to mix maps with satellite images, access fuel prices over the internet or access planned trips prepared on their home computer.

Using web-based services brings many advantages and this is only one example of the enhanced user experience that Intel architecture-based infotainment systems built into cars’ dashboards make possible. Further examples featured in the cockpit include live song recognition and purchase, entertainment video streaming, presence sensing based on vehicle environment and simultaneous voice / video calls.

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom).

-- 30 --

Intel and the Intel Logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Other names and brands may be claimed as the property of others.