# Tech Bulletin

CONTACT: Brianna Woon
415-591-4058
brianna.woon@bm.com

**INTEL ADVANCES IN-VEHICLE INFOTAINMENT SOLUTIONS WITH OPEN PLATFORMS**

NOVI, Mich., May 21, 2008 – Intel Corporation is committed to providing technology and collaborating with leaders in the embedded and automotive industries to advance in-vehicle infotainment (IVI) solutions. Intel is working with automotive OEMs, key suppliers to the industry and leading embedded technology providers to develop and drive open, interoperable standards-based hardware and software solutions called Open Infotainment Platforms (OIPs). Intel's goal is to enable car manufacturers to bring new infotainment products and features to market faster to meet consumer demands, extending the digital, connected lifestyle into the vehicle.

Intel® Atom™ processors, introduced in April, are ideal for IVI systems because of their small footprint and low-power design. Deploying OIPs based on Intel Atom microarchitecture allows manufacturers to scale software across devices, leading to improved product development times and decreased total-cost-of-ownership. In addition, Atom processors enable the performance headroom to incorporate the latest infotainment features and applications.

By working with its extensive ecosystem, Intel is establishing platforms that match in-vehicle operating conditions, and quality and reliability standards required by car manufacturers. Additional information about Intel's commitment to bringing the value of Intel architecture to embedded IVI solutions is showcased in various projects, summarized below.

********

- **Moblin.org IVI Community and Wind River* Collaboration**
  Moblin (an Open Source Linux Community Project) is expanding its reach through the development of a new IVI community. The new community will enable developers to extend their application work to the automotive industry and develop applications for OIPs. This

allows car manufacturers to tap into a larger supply chain, resulting in more product choice and quicker pace of development. Leading the way within the Moblin IVI community, Intel and Wind River announced collaboration toward the development of an open source Linux solution that is optimized for IVI applications.

- **Intel Ecosystem and the Low-Power In-Vehicle Infotainment Reference Design**
  Intel is working closely with many hardware vendors, software developers and design services companies, including members of the Intel® Embedded and Communications Alliance (Intel® ECA), to develop a robust ecosystem for the automotive industry. For example, the Volkswagen* Electronics Research Lab (ERL) has been working closely with Intel and the ecosystem to prototype and test new features. In doing so, Volkswagen aims to enable delivery of exciting new in-car electronics features to its customers much more rapidly in the future. Intel also worked in conjunction with congatec AG* and Xilinx*, both members of the Intel ECA, to develop an IVI reference design based on the Intel Atom processor to help industry players speed the development of OIPs.

- **Industry Collaboration**
  BMW Group*
  The BMW Group has joined forces with Intel and other technology leaders to develop an open infotainment platform. The new approach, currently being pursued by BMW Group developers and Intel, is based on a very simple idea of utilizing hardware and software from the personal computing world. The Intel Atom processor lays the foundation to do this for in-car entertainment features by enabling a multimedia system that is reliable, easily updatable, allows for intuitive operation by the customer, and can be designed for rapid time-to-market and flexible implementations. Software and infotainment providers benefit from a more efficient design process and can easily and quickly develop applications that comply with customer needs.

  Harman/Becker Automotive Systems*
  Harman/Becker has developed the Harman Power Connect*, an IVI system based on the Intel Atom processor and QNX* Neutrino* RTOS, that will enable developers to implement a variety of features that support digital media and future standards. The platform integrates Wi-Fi, WiMAX, Bluetooth*, 3G, USB, SD/MMC, MOST and a CAN bus connector, and offers support for popular media players and Universal Plug-and-Play devices. With the incorporation of standards-based hardware and software, car OEMs will benefit from an infotainment platform that is flexible and scalable. The Harman Power Connect system is expected to be available in 2010.

**About Intel**

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 and blogs.intel.com.

**-- 30 --**

*Other names and brands may be claimed as the property of others.