Red Bend Software Joins GENIVI Alliance

WALTHAM, Mass.—June 26, 2012—Red Bend Software, the market leader in Mobile Software Management (MSM) with more than 1.5 billion Red Bend-Enabled™ devices, today announced it has joined the GENIVI Alliance to collaborate with automotive manufacturers and tier one suppliers on managing the growing amount of software in cars.

Red Bend Software is the leader in managing firmware, applications and software in mobile phones, connected devices and automotive systems. As part of the GENIVI Alliance, Red Bend will contribute its expertise in how to efficiently perform over-the-air software updating of IVI systems, as well as how to use virtualization technology to add new features and services while ensuring the security and reliability of critical systems.

"While IVI systems bring new opportunities to provide a better driving experience, they also introduce a new layer of software complexity into the car," said Lori Sylvia, Executive Vice President of Marketing at Red Bend Software. "Joining GENIVI allows Red Bend to collaborate with the automotive industry to develop standards that will assist OEMs in managing and maintaining the accelerating amount of software in cars, both reliably and efficiently."

The GENIVI Alliance is a not-for-profit automotive and consumer electronics association devoted to the development and support of an open source development platform for In-Vehicle Infotainment (IVI) systems. The association has more than 160 members including automotive manufacturers, tier one suppliers, semiconductor vendors and software developers.

Red Bend's award-winning vRapid Mobile®, vDirect Mobile®, vLogix Mobile™ and vSense Mobile™ software products enable more than 80 device manufacturers, mobile operators, semiconductor vendors and automotive companies worldwide to increase revenues, reduce costs and achieve faster time to market by remotely managing firmware, applications and mobile devices over the air.

About Red Bend Software

Red Bend® Software, the leader in Mobile Software Management (MSM) with more than 1.5 billion Red Bend-Enabled™ devices, makes mobile devices and services continuously better in a rapidly changing world. Red Bend is the only company that provides standards-based products and solutions for software management, device management and mobile virtualization that work on any mobile phone and connected device uniformly, efficiently and securely over the air. Red Bend enables its customers to stay competitive in a fast-moving market by helping them deliver high-value services on an increasing number of connected devices with growing software complexity. More than 80 leading device manufacturers, mobile operators, semiconductor vendors and automotive companies worldwide trust Red Bend with their most important assets — the mobile and connected devices their consumers depend on.

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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