

AppCarousel Joins GENIVI Alliance to Drive Adoption of In-Vehicle Infotainment

Alliance aims to advance the broad adoption of IVI open source development platform

San Francisco, CA — February 20, 2014 — [AppCarousel](#), a leading provider of app store solutions and content ecosystem services, today announced it has joined the GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-Vehicle Infotainment (IVI) reference platform. Membership in the GENIVI Alliance allows AppCarousel to bring its expertise and experience to the consortium by participating in councils and working groups to help drive the technical and marketing direction of the Alliance.

The GENIVI Alliance is committed to propelling the broad adoption of an IVI open-source development platform with the company's Linux-based core services, open application layer interfaces, and by encouraging developers to deliver compliant applications. Applications, digital media and cloud services are a key part of IVI, and AppCarousel's experience and solutions in those areas will add value to the Alliance.

AppCarousel has been bringing together best-of-breed apps and the most future-proofed service delivery platforms across sectors including mobile and TV for many years. Now, due to the growing connected car and IVI markets, AppCarousel is delivering those solutions to leading vehicle OEMs. AppCarousel understands the importance of a tightly curated and managed in-vehicle app experience, underpinned by a robust global cloud service delivery platform. In the in-vehicle entertainment sector, AppCarousel is embracing GENIVI and working with its members to deliver a future-proofed solution.

"We are honored to be a part of the GENIVI Alliance," said Terry Hughes, Managing Director, AppCarousel. "As more drivers look for apps to get the most out of their in-vehicle experience, we are able to serve as the conduit from app developer to the IVI platform to bring the best, most relevant services to the customer, in a tightly integrated way. We are committed to GENIVI's success, and look forward to being a part of what the future of IVI brings for consumers around the world."

IVI covers entertainment and information features and functionality available in automobiles. IVI is a rapidly changing and expanding field within the automotive industry, and covers many types of vehicle infotainment applications including music, news, multimedia, navigation, telephony, internet services and more. AppCarousel will be announcing new partnerships in IVI with other major organizations and content providers in the coming months.

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About GENIVI Alliance

The 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. Comprised of more than 180 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

About AppCarousel

AppCarousel is a leading turnkey Custom App Store Platform and provider of content ecosystem and developer program services. AppCarousel enables app recruitment, curation, merchandising, distribution and monetization across any screen and serves as a trusted partner to major organizations by powering their app strategies and making apps a key part of their business. In markets as diverse as mobile, TV, the auto industry, and the Internet of Things, AppCarousel enables device manufacturers, operators,

brands and media distributors to capitalize on, and create new lines of revenue from the growing app ecosystem. AppCarousel, based in San Francisco, is part of Wmode Inc. For more information, visit <http://www.appcarousel.com>.

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