

AppCarousel Joins GENIVI Alliance as a Tier 1 Provider of Connected Car Infotainment Solutions

AppCarousel to Feature New and Future Technology at the GENIVI CES 2016 Demonstration Showcase & Reception in Las Vegas

Las Vegas, Nevada – January 5, 2016 -- [AppCarousel](#), the leading provider of app platforms for connected cars, fleets and other connected devices, announced today that the company has joined the [GENIVI® Alliance](#), a nonprofit automotive alliance committed to driving the broad adoption of specified, open source In-Vehicle Infotainment (IVI) software. AppCarousel is one of only 19 First Tier vendors in the GENIVI Alliance. AppCarousel is a Tier 1 vendor to leading vehicle manufacturers including Jaguar Land Rover.

As one of the newest members of the GENIVI Alliance, AppCarousel brings a depth of experience operating a range of cloud services for the provisioning of apps and content, enabling software over the air updates and managing data analytics for connected vehicles. The company was recently selected by Jaguar Land Rover to power the cloud services for Jaguar Land Rover's advanced infotainment solution, InControl TouchPro. With the number of connected cars estimated to reach 115 million in 2020, according to [Business Insider Intelligence](#), AppCarousel and the GENIVI Alliance are aligned in their efforts to help automakers and suppliers approach their connected car solutions in new and innovative ways that impress today's connected drivers.

"The car is emerging as the next significant connected device and we are committed to creating app management, data analytics and over-the-air solutions that will help the auto and connected technology industries continue to innovate in the coming years," said Emanuel Bertolin, CEO of AppCarousel. "We are delighted to join the GENIVI Alliance and we look forward to working with them to bring the latest in connected technology to the global automotive community."

AppCarousel will be showcasing its latest connected car technologies at the GENIVI CES 2016 Demonstration Showcase & Reception, taking place Wednesday, January 6th and Thursday, January 7th from 6:00-8:30 p.m. PST at the Trump Hotel in Las Vegas. Demonstrations will include AppCarousel's Connected Vehicle Owner Portal, Analytics Dashboard, OEM Management Portal, and Fleet Management App Marketplace. Industry professionals focused on connected vehicle solutions interested in attending the event or seeing a demo should [contact AppCarousel](#).

About AppCarousel

AppCarousel is the leader in end-to-end app management platforms for connected devices. The AppCarousel platform delivers a seamless, integrated solution to securely distribute, update, control and manage any kind of software or digital asset over the air. AppCarousel provides curated app stores and software marketplaces, developer programs, and the merchandising and monetization of apps. AppCarousel serves businesses in market sectors including connected cars and fleets, smartphones, tablets, smart TVs, and the growing number of devices connected through the Internet of Things. AppCarousel is a wholly owned subsidiary of AppDirect. AppCarousel has offices in Calgary and San Francisco and a global team to serve its worldwide customers. Learn more at www.appcarousel.com.

About GENIVI Alliance

The GENIVI Alliance is a non-profit industry association dedicated to driving the broad adoption of In-Vehicle Infotainment (IVI) open source software. The GENIVI community provides reference architecture, software components, and standard interfaces which are used by the global automotive industry to deliver branded IVI solutions world-wide. Comprised of more than 160 member companies, GENIVI is headquartered in San Ramon, California. Please visit www.genivi.org for more information.

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