COLLABORA JOINS GENIVI ALLIANCE

UK open source software consultancy adds weight to industry group that enables quicker route to market for in-vehicle entertainment

Cambridge, United Kingdom, October 12, 2011 -- UK-based multimedia and open source turnkey solutions company Collabora has today announced it has become an Associate Member of the GENIVI Alliance.

The GENIVI Alliance gathers companies from the entire In-Vehicle Infotainment (IVI) industry, including: software, consumer electronics and communication, and major vehicle manufacturers including BMW, Hyundai Motor Group, PSA Peugeot-Citroen, Jaguar Land Rover, General Motors and Renault.

Collabora will contribute to make GENIVI an open source platform with best of breed multimedia support and ease of deployment.

"GENIVI is a critical organisation in enabling a quick route to market for new and innovative in-vehicle entertainment solutions," said Rob McQueen, Collabora co-founder and CTO. "We are regarded as one of the foremost open source consultancies and as the company behind leading multimedia technologies like the GStreamer multimedia framework, the Telepathy and Farstream real-time communications stack and with the Rygel DLNA implementation, we are convinced we can help propel GENIVI forward as a cutting edge platform."

The GENIVI platform is built on top of the Linux kernel, GStreamer, D-bus, Webkit and other open source technologies in which Collabora is a major contributor. Collabora engineers have been contributing to the Linux community for more than six years, becoming one of the most widely-respected and effective open source consulting companies.

The company is seen as a pioneer for its work in system infrastructure on open source platforms in fields such as multimedia, web technologies and Inter process communications (IPC).

"At Collabora we have an unrivalled track record in pushing major open source technologies forward and providing our customers with high quality open source solutions to their challenges," said Christian Fredrik Kalager Schaller, Marketing Manager, Collabora. "By joining the GENIVI Alliance we will bring these skills to the GENIVI platform and ensure its continuing evolution and quality."

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About Collabora Ltd.
Headquartered in Cambridge, UK with a network of developers worldwide, Collabora Ltd. is a software consultancy specialising in delivering the benefits of open source to the commercial world. Collabora combines years of open source software expertise with hard-won experience from working in the mobile and consumer electronics industries. They help clients effectively take open source technologies

from the community to real-world consumers, re-using existing components to reduce time to market and focus on product differentiation.

Collabora, employing the core developers and maintainers of open source multimedia projects such as the GStreamer multimedia framework, the Telepathy Real-Time communications platform, the PulseAudio audio server and the Rygel DLNA implementation, is not only building on top of the achievements of the open source community, but is an intergral part of the open source ecosystem.

For more information visit www.collabora.com

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, California.

For more information visit www.genivi.org

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