FOR IMMEDIATE RELEASE

GENIVI Alliance and AVnu Alliance Join Forces
to Advance the Development of In-Vehicle Infotainment Systems

Beaverton, Ore. and San Ramon, Calif. – October 31, 2012 – AVnu Alliance and the GENIVI Alliance have announced a liaison agreement to align software requirements for automotive Ethernet IVI (In-Vehicle Infotainment) and related applications. This initiative defines areas of mutual interest in IVI specifications and furthers both organizations' effort to support compliance and interoperability through open-source technology.

AVnu Alliance is an industry forum dedicated to bringing AVnu-certified Audio Video Bridging (AVB) devices to market; and GENIVI Alliance aims to drive the development and adoption of an open IVI reference platform. For manufacturers planning to use AVnu-certified devices and the GENIVI platform in the automobile, this new joint agreement gives confidence that devices certified by the two alliances would interoperate and integrate seamlessly.

"The liaison between the GENIVI Alliance and AVnu Alliance is critically important to the 'infotainment feature' deployment in the future for both automakers and the Tier 1's and all other suppliers in the global IVI market," said **Matt Jones, GENIVI vice president**. "Combining the open developments of the GENIVI systems with the industry-leading, Ethernet-based audio video streaming will enable the next level of interoperability and integration between the vehicle and consumer electronics devices."

"By joining forces, AVnu Alliance and GENIVI Alliance are sending a strong message to the automotive industry about our commitment to bringing flexibility, efficiency and reliability to vehicle infotainment systems," said **Rick Kreifeldt, AVnu Alliance president**. "This relationship will simplify and improve the development of interoperable communication systems for the automobile, ultimately benefitting the manufacturers, suppliers, and the consumers."

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 165 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

About AVnu Alliance

AVnu Alliance is an industry forum dedicated to the advancement of professional-quality audio and video by promoting the adoption of the IEEE 802.1 Audio Video Bridging (AVB) standards over various

networking link-layers. The organization creates compliance test procedures and processes that ensure interoperability of networked AV devices, helping to provide the highest quality streaming AV experience. The Alliance is focused on applications of these technologies in the automotive, consumer electronics and professional AV markets. More information can be found on the AVnu Alliance website at www.AVnu.org.

Media Contacts

Candice Perodeau
Rainier Communications (for AVnu Alliance)
508-475-0025 x112
avnu@rainierco.com

Craig Miner
GENIVI
248-840-8368
Cminer1@att.net

AVnu and AVnu Alliance are trademarks or registered trademarks of AVnu Alliance.

###