



Press Release

October 4, 2011
HI CORPORATION
(JASDAQ: 3846)

HI CORPORATION to Join the GENIVI Alliance

HI CORPORATION (hereinafter “HI”), a leading company for mobile 3D graphics, is announcing that it **joined the non-profit industry alliance GENIVI Alliance** (<http://genivi.org/>) **that is driving the development and adoption of an open-source In-Vehicle Infotainment (IVI*¹) reference platform** to better develop products that meet the needs of the automotive industry both within Japan and abroad.



At present, the GENIVI platform, which is provided by the GENIVI Alliance as an open-source means to standardize IVI systems, is being aggressively advanced predominantly among overseas automotive manufacturers. IVI systems, however, are the focus of attention of automotive manufacturers the world over.

HI, as a new member of the GENIVI Alliance, will develop technology that supports the GENIVI platform, whose growth is expected to continue to expand in the future, and further develop our ability to offer products that meet the needs of automotive manufacturers and suppliers as well as expand our worldwide business.

The Human-Machine Interface (HMI) is a key element in IVI. HI will help create a rich, easy-to-use, and very safe HMI by incorporating our graphics technology, which has been successfully used in many embedded devices.

*1 In-Vehicle Infotainment (IVI)

Services and features that combine information and entertainment to be provided for automobiles.

About HI CORPORATION

Founded in 1989, HI CORPORATION is a leading 3D graphics company with its headquarters in Tokyo and subsidiaries in the U.S., South Korea, and Singapore.

Our flagship product, a real-time 3D rendering engine, "MascotCapsule®," has been shipped with more than 600 million units as of March 2010. A variety of console-quality 3D content and 3D user interfaces using MascotCapsule are distributed worldwide. HI will continue to actively provide MascotCapsule for home and car electronic devices other than mobile phones.

For more information, visit our website at <http://www.hicorp.co.jp/english>.

* MascotCapsule is a registered trademark of HI CORPORATION in Japan.

* Other company names and product names are trademarks or registered trademarks of their respective companies.

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