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## **LIVIO JOINS THE GENIVI ALLIANCE**

*Livio driving more apps into more cars through industry alliance*

**Detroit, July 24, 2012** – Livio today announced it has become a GENIVI member, joining 167 current partners on the open-source development platform.

Livio is working on GENIVI platforms to include integration of Livio Connect with the goal of reducing work for car stereo manufacturers, automotive original equipment manufacturers, and mobile app developers.

Livio Connect is a technology that connects apps to cars, eliminating the need for constant support and one-on-one integration between apps and car stereos. It was first used in Livio's consumer product, the Bluetooth Internet Radio Car Kit, now for sale at Walmart.

GENIVI is an automotive infotainment platform based on the Linux operating system. Automobile manufacturers and their suppliers are beginning to use the GENIVI platform as a common framework for their products and services.

"Joining GENIVI was an easy decision. GENIVI's goals are complementary to our current strategy for connecting apps to cars and what we believe is the right way for the industry to move forward," said Livio founder and CEO Jake Sigal.

"Livio represents an excellent example of the non-traditional automotive suppliers that GENIVI enables," said GENIVI Marketing Director Joel Hoffmann. "By opening up the code and specs to all levels of developers, GENIVI will help the automotive industry close the gap between automotive and CE innovation."

The GENIVI Alliance is defining an industry standard, creating less work for automotive companies while simultaneously reducing development costs and accelerating innovation.

### **About Livio**

Metro-Detroit-based Livio was built in the guest bedroom of Livio founder and CEO Jake Sigal's home in 2008 on the foundation of "More Music, Less Work." Today, those words remain more than a catchy slogan. It's a philosophy, a way of life that drives Livio employees and a growing list of breakthrough products. Whether they're moving technology forward with products sold under the Livio consumer brand or creating common-sense solutions for business customers through Livio Connect, a day's work at Livio means everybody hustles. It's about streamlined engineering, fewer headaches for their customers, and putting an end to unnecessary product hassles. Livio collectively fights above its weight class in the pursuit of American innovation, giving their big-name business partners the freedom to do what

they do best. More information can be found at [www.LivioConnect.com](http://www.LivioConnect.com) and [www.Livio.com](http://www.Livio.com).