



Press Release

FOR IMMEDIATE RELEASE

GENIVI Alliance Brings its Global All-Member Meeting to Seoul

SEOUL – Oct. 21, 2015 – The GENIVI Alliance, an automotive industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, is bringing together its 150 member companies from around the globe at its all-member meeting in Seoul from October 20-23.

In-vehicle Infotainment is a system that delivers entertainment and information to drivers and passengers in automobiles. IVI systems use complex software to perform many of the same features found on smartphones through in-car audio/video interfaces including those controlled by touch or by voice.

The meeting highlights the importance to GENIVI of Korea and the rest of Asia, now accounting for 35% of the alliance's membership, and Asia's critical role in driving the broad adoption of open source IVI software. GENIVI, whose members span the automotive ecosystem, has produced an open standard for aligning consumer electronics and automotive development cycles, which help automakers and their suppliers address IVI challenges through an open, global community of IVI stakeholders.

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“Korea-based member companies have contributed actively to the success of GENIVI by leading projects to standardize essential functions such as web application access to in-car data,” said Steve Crumb, executive director, GENIVI Alliance. “These functions are not only required by today’s IVI systems, but are important innovations for future highly connected and autonomous cars.”

A total of 13 Korean companies are actively involved in the Alliance, featuring highly prominent names like Hyundai Motor Group, LG Electronics, Hyundai Mobis and Obigo. Additionally, GENIVI’s Korean members have formed a regional Technical Expert Group to specifically focus on relevant IVI functions for Korean and global automakers.

GENIVI technology is validated by worldwide deployment, with global availability from major Tier One suppliers and with cars on the road in four continents containing GENIVI solutions. Since its introduction in the 2014 model year, approximately 65,000 Hyundai Genesis vehicles are on the road in Korea, all running GENIVI software supplied by LG Electronics. An additional 66,000 Genesis vehicles are equipped with GENIVI software abroad.

GENIVI participation and adoption are growing in other areas of Asia as well. Two new adopter automakers, Great Wall Motors (China) and China Motor Company (Taiwan), have recently become members of the Alliance, joining other Asia automakers such as Hyundai Motor Group, SAIC Motor and FAW Group (China), Nissan and Honda (Japan).

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About GENIVI Alliance

GENIVI is a non-profit industry alliance committed to driving the broad adoption of specified, open source, In-vehicle Infotainment (IVI) software. The resulting work of GENIVI will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. Comprised of more than 150 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

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