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LA Auto Show[®] Unveils Advanced Technology Showcase

Latest “connected car” technologies highlighted during Press Days Nov. 28 & 29

LOS ANGELES, CA – October 30, 2012 – Technology is fueling changes in the automotive industry like never before. Automakers are increasingly challenged to keep pace with today’s connected consumers who are tethered to their mobile devices and expecting advanced safety features to be more commonplace. In response, automakers are now partnering with some of the most prominent names in data, mobile and processor technologies to create seamless solutions so consumers can continually access information, without taking their hands off the wheel. Helping keep the industry current on the rapid evolution of the connected car, the LA Auto Show will debut a Press-Days-only showcase of the latest in-vehicle technologies on Nov. 28 and 29, 2012.

The LA Auto Show [Advanced Technology Showcase](#), presented by the Alliance of Automobile Manufacturers, focuses on the expanding list of applications and solutions now being designed into vehicles. The Showcase participants are helping transform not only the way consumers think about transportation, but also how these advancements are helping mitigate the issues of distracted driving through hands-free voice commands and vehicle controls as well as autonomous safety measures.

Whether it is Intel[®] technology enabling seamless access to mobile devices or calculating automated ways for vehicles to avoid traffic jams, Qualcomm Technologies Inc.’s cutting-edge embedded modems powering alerts for roadside emergency services, or even a way to find the cheapest gas based on a driver’s location thanks to Scout[™] by Telenav, today’s solutions are road-tested and ready. In-vehicle entertainment is also part of this evolution, with solutions such as Livio Connect enabling entertainment on a global scale by giving drivers access to apps like TuneIn, or Sprint’s unique component integration solutions that make dashboards more like smartphones and tablets.

Highlighted below are the companies and technologies involved in the Showcase. Each represents an important part of the solution driving change and a safer, more efficient and connected driving experience.

Intel Corporation

Consumer demand is driving integration of the car into our digital lives. The move is fueling the emergence of the connected car and the promise of more enjoyable, productive, intuitive and safe experiences for drivers and passengers alike. Imagine running late for an appointment during peak traffic, automatically the car recommends a new route to guide you away from your usual—but now congested—route. Intel's technology also allows interaction between smartphones and vehicles in more useful ways. By using in-car connectivity, along with the cameras and sensors already in your car, the car can notify you via smartphone if it has been hit in a parking lot. Additionally, near-field communications or a barcode can be used to securely pair a smartphone with your car, enabling your smartphone to become a virtual key for remote keyless entry to your car.

To make these new driving experiences possible, Intel is utilizing its expertise in personal computing, software, security and cloud computing, as well as making significant investments in research and product development. Intel is also working with leading automakers including BMW, Hyundai, Kia, Nissan and Toyota to enhance the in-vehicle experience and bring advanced in-vehicle technologies to market.

At the LA Auto Show, Intel is showcasing a connected car driving experience concept in which Press Days participants can explore up to three experiences: car enthusiast, family or commuter. While interacting with the demo, participants can 'test drive' in-vehicle features of the intelligent car including a system that verifies the vehicle owner, designs personalized navigation routes, locates personal contacts nearby and even updates your social media networks.

Qualcomm Technologies Inc.

Qualcomm Technologies Inc., a global leader in advanced 3G and 4G/LTE wireless modems that are combined with high performance mobile application processors, and a large supplier of wireless modem chipsets to the auto industry, is helping to enable high-speed data access in vehicles resulting in a rich media experience. Qualcomm Technologies' unique combination of high speed connectivity and processing performance is enabling movies to be streamed to the

kids in the rear seat, a world's worth of audio and internet radio programming, and automated telematics that assist drivers in ways ranging from sending an automated request for roadside emergency service in the case of a crash to receiving a reminder for scheduled maintenance.

With more than a decade of experience in the automotive industry, Qualcomm Technologies continues to provide the underlying wireless and application processor technology that allows automakers and their strategic partners to create new, breakthrough communications enabled applications and services. Displays at the Showcase include the company's high performance processor based on Qualcomm Snapdragon™ platforms and its combination Qualcomm Gobi™ wireless modem/application processor platforms that enable consumers to remotely activate controls in their vehicle (such as starting the vehicle and turning on the A/C before entering the car on a hot day), monitor vehicle energy usage (particularly useful for EV "smart grid" applications), use advanced location-based navigation systems and apps, and of course, stream the latest blockbuster to rear seat movie fans.

Sprint

Sprint makes its appearance at the LA Auto Show with a global announcement and press conference during the Show's official Press Days. The Tier 1 communications company is a leader in machine-to-machine (M2M) connectivity, notably in telematics solutions for transportation. On the strength of this position, in August 2012, the Chrysler Group selected Sprint as a strategic partner to enable its Uconnect Access in-vehicle communications system. Sprint executives will be at the LA Auto Show to debut the company's unique global turnkey solution for automotive manufacturers as they take connected services to the next level.

In addition to component integration and ecosystem management, Sprint aims to help automakers become more effective providers of consumer communications. During the press conference, Sprint will showcase how automotive manufacturers can affordably draw on its consumer wireless capabilities to extend a rich mobility experience to their cars and trucks. Sprint's objective is to make dashboard technology as simple, intuitive and appealing as smartphones and tablets.

Sprint will also highlight how this can be done in a rich and highly personalized way that fully accounts for the special requirements of drivers and passengers. As part of this innovative program, the company will discuss how auto manufacturers can build stronger customer loyalty through deeper, ongoing consumer relationships.

Scout by Telenav

With Scout it is about the destination as well as the journey along the way. Scout, available on both iOS and Android, includes voice-guided GPS navigation, speech recognition, traffic rerouting, personalized My Dashboard with commute times, offline navigation and more. In addition, Scout is the first (and only) app that works across the web, phone and in-car systems—offering users an easy and consistent discovery and navigation experience no matter where they are.

With the recent introduction of Scout for AppLink, which integrates the popular smartphone navigation app with voice and vehicle controls through the Ford SYNC AppLink platform, drivers now have access to the app's full suite of features in a safe, responsible manner. For example, directions are audible through the vehicle's speakers and turn-by-turn prompts are displayed on the radio display. The road-worthy functions, available to drivers when their smartphone is paired to AppLink, includes access to features such as location-based searches for the lowest gas prices and other points of interest such as restaurants, saving and sharing favorites, and getting live traffic updates for a safe and smart commute. Scout for AppLink will be on display at the Showcase and throughout the run of the show for public days in a 2013 Ford Mustang, so attendees can experience for themselves how the app integrates with the vehicle.

Livio Connect

The connected car means many things, including the ability to bring advanced entertainment solutions into vehicles. Thanks to the integration of 3G/4G mobile networks, a driver's access to rich media ranging from movies for the rear seat to multiple streaming music services is almost limitless. Some of the most exciting applications are radio and music apps, which provide drivers greater listening choices. Livio is a new and important mover in this space, underscored by the recent announcement that GM will incorporate the company's technology in a solution that will allow Chevy Spark and the Chevy Sonic RS owners to enjoy the popular TuneIn music smartphone app in vehicles equipped with GM's MyLink Radio. Essentially, the Livio Connect middleware software enables hardware such as the Spark's installed head unit and radio to connect with smartphone apps like TuneIn and interact with one another. This integration also allows drivers to control the app in a hands-free manner, only using voice and vehicle controls. In the application on display at the Show, the Livio Connect technology will be installed in a Chevy Spark equipped with MyLink Radio to demonstrate how drivers can enjoy any of the 70,000 stations from around the world featured on the mobile TuneIn app.

[Car Connectivity Consortium \(CCC\)](#)

With so many systems and manufacturers in the mix bringing the connected car and its multiple features into reality, it's hugely important that a standard be created so all parties involved are on the same page. No real advancement could happen without it. Smartphones from various manufacturers need to be able to integrate with center console displays from others, while automakers have to ensure that all these devices embed efficiently in their vehicles. To that end, members of the CCC have created MirrorLink™, a technology standard for controlling a nearby smartphone via steering wheel and dashboard buttons and screens. The organization has proven to be a success with membership including more than 80 percent of the world's automakers and more than 70 percent of the world's smartphone vendors, as well as related hardware manufacturers such as the makers of display technologies. The list reads like a who's who of these industries and includes companies such as GM, Toyota, Volkswagen, LG, Nokia, Panasonic and Alpine. Pursuing its goal of ensuring a safe driving environment where driver distraction is eliminated and entertainment and functionality maximized, the Consortium has already garnered the cooperation of these global brands to create MirrorLink version 1.0 and its requisite authorized test labs. At the LA Auto Show, Press Days attendees will get an insider's view of how MirrorLink works to ensure smartphones, center console displays and the latest intelligent vehicles can function seamlessly together ensuring the success and growth of the connected car.

[Auto Alliance](#)

The Alliance of Automobile Manufacturers is the voice for a united auto industry. The Auto Alliance is committed to developing and implementing constructive solutions to public policy challenges that promote sustainable mobility and benefit society in the areas of environment, energy and motor vehicle safety.

The Alliance of Automobile Manufacturers, the leading advocacy group for the auto industry, represents 77 percent of all car and light truck sales in the United States, including the BMW Group, Chrysler Group LLC, Ford Motor Company, General Motors Corporation, Jaguar Land Rover, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Porsche, Toyota, Volkswagen Group of America and Volvo Cars North America.

About the Los Angeles Auto Show®

As the first major North American auto show of the season, the 2012 LA Auto Show will host some of the industry's most important new vehicle debuts and set the tone for the rest of the year. The dates are Nov. 28 and 29 for press and Nov. 30 – Dec. 9 for the public. Media must register online by Nov. 9 to receive credentials in the mail. Following Press Days, the show becomes one of the best attended public auto shows in the world. To receive the latest show news and information, follow the LA Auto Show on Twitter at twitter.com/LAAutoShow, visit the Facebook page at Facebook.com/LosAngelesAutoShow and sign up for alerts at LAAutoShow.com.

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