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## **Wind River Collaborates with Magneti Marelli in Delivering First-of-Its-Kind GENIVI In-Vehicle Infotainment Solution for Automotive Industry**

**TURIN, Italy – Jan. 26, 2011** – [Wind River](#), a world leader in embedded and mobile software, and Magneti Marelli, a global automotive high-tech systems and component supplier, today announced a technological collaboration to create the first GENIVI-compliant in-vehicle infotainment (IVI) solution for the automotive industry.

Leading the development of the IVI solution, Magneti Marelli leveraged its extensive automotive know-how in integrating complex systems and technologies for the vehicle environment. Wind River provided an integrated, tested and validated IVI software platform based on the GENIVI open source standard, as well as customization and consulting services.

“GENIVI provides an innovative platform that allows car manufacturers to offer the next generation of connectivity and multimedia services while retaining the distinguishing features that make up the essence of their brands,” said Alexander Kocher, vice president and general manager for automotive solutions at Wind River. “Starting with BMW, Wind River and Magneti Marelli are providing car manufacturers with an IVI solution, delivering the latest infotainment technologies via open source software, which promotes the acceleration of innovation while reducing time-to-market and development costs.”

“The open platform approach can be considered the basis on which the future of in-vehicle life and infotainment will be built,” said Giuseppe Faranda, director of the infotainment and navigation division at Magneti Marelli. “Magneti Marelli’s history, experience and know-how in automotive electronics and systems integration naturally match this approach.”

Magneti Marelli and Wind River have partnered to deliver a Linux reference platform for in-vehicle infotainment, compliant with the emerging GENIVI industry standard. The GENIVI open source platform standard aims to provide automobile manufacturers and their suppliers a common underlying framework to simplify elements of the in-vehicle infotainment development process that have historically been duplicated across the industry.

The new IVI solution, which is compliant with the GENIVI standard, can support a range of control module or “head unit” architectures and is available and customizable for all car manufacturers. Open source software creates a compelling option for Tier 1 suppliers to use as a foundation for IVI devices because it provides greater flexibility and opportunities for innovation, especially in the areas of advanced in-vehicle information, entertainment and connectivity. It also enables sophisticated navigation, telematic and multimedia devices inside automobiles.

The IVI solution will first appear as next-generation entry & mid level IVI systems for BMW Group vehicles.

Wind River and Magneti Marelli will continue to work together to maintain and evolve the Linux reference platform as the basis for future product developments.

More information about Wind River solutions for the automotive industry is available at <http://www.windriver.com/solutions/automotive/>.

## **GENIVI Alliance**

The GENIVI Alliance is a nonprofit organization committed to driving the broad adoption of an in-vehicle infotainment reference platform. The GENIVI open source platform consists of Linux-based core services, middleware and open application layer interfaces.

## **About Wind River**

Wind River, a wholly owned subsidiary of Intel Corporation (NASDAQ: INTC), is a world leader in embedded and mobile software. Wind River has been pioneering computing inside embedded devices since 1981, and its technology is found in more than 500 million products. Wind River is headquartered in Alameda, Calif., with offices in more than 15 countries. To learn more, visit Wind River at [www.windriver.com](http://www.windriver.com) or [blogs.windriver.com](http://blogs.windriver.com).

## **About Magneti Marelli**

Magneti Marelli designs and produces advanced systems and components for the automotive industry. With its 77 production units, 11 research and development (R&D) centers, and 26 application centers in 18 countries and about 32,000 employees and a turnover of 4.5 billion euros in 2009, the group supplies all the leading carmakers in Europe, North America and South America, and the Far East. Its business areas include electronic systems, lighting, powertrain, suspension systems, shock absorbers, exhaust systems, aftermarket parts and services, plastic components and modules, and motorsport. Magneti Marelli is part of Fiat S.p.A.. For more information, visit [magnetimarelli.com](http://magnetimarelli.com).