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Video: Volkswagen Electronic Research Laboratory Leverages Silicon Valley Partnerships to Develop New Vehicle Systems

Advances in-vehicle infotainment development through innovative prototype platform based on Intel(R) architecture

HERNDON, Va., May 19 /PRNewswire/ --To meet the growing market demand for in-vehicle infotainment (IVI), Volkswagen's Electronics Research Laboratory (ERL) is developing next generation IVI systems in their Palo Alto, Calif. research facility with the help of partners in the Silicon Valley. The Global Open Infotainment Architecture system (GLORIA) is an advanced prototyping system developed to design, test and validate new electrical components and architectures in vehicles.

To view the Multimedia News Release, go to: http://www.prnewswire.com/mnr/vw/38511

"Having a lab in Silicon Valley gives us the opportunity to collaborate with world-class technology organizations such as Intel," said Bernhard Hunhke, director, Volkswagen Electronic Research Laboratory. "The ERL maintains active relationships with many partners; these partnerships provide the opportunity to expand our research capabilities by leveraging the expertise of these world-class organizations."

To address the fast growing in-vehicle-infotainment market, Volkswagen Group has developed the GLORIA prototype platform based on Intel(R) architecture. The GLORIA system uses low-power Intel(R) processors to test advanced infotainment systems in a robust vehicle platform.

Volkswagen has found that Intel architecture processors, including the Intel(R) Atom(TM) processors, are ideal for IVI systems because of their small footprint and low-power design. By basing the development on these efficient processors, engineers are able to improve product development times by scaling software across multiple devices. This allows engineers to quickly test and validate new infotainment features in the GLORIA-equipped test vehicles, reducing product development time and cost.

An additional benefit of developing partnerships with leading research organizations, VW is able to focus their efforts on designing vehicles and features that are intuitive and easy to use and understand because of their design. These systems are designed the Volkswagen way -- simple and efficient with a strong focus on ease of use and improved human machine interface (HMI).

"Working in Silicon Valley has provided access to valuable partnerships to help achieve our

research goals," said Hunhke. "The partnership with Stanford University to develop the DARPA Grand Challenge 'Stanley' and Urban Challenge 'Junior' vehicles is another example of the success that can stem from these relationships."

Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc. is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the Eos, Rabbit, New Beetle, New Beetle convertible, GTI, Jetta, Jetta SportWagen, GLI, Passat, Passat wagon, CC, Tiguan, Touareg 2 and Routan through approximately 600 independent U.S. dealers. All 2009 Volkswagens come standard-equipped with Electronic Stabilization Program. This is important because the National Highway and Traffic Safety Administration (NHTSA) has called ESC the most effective new vehicle safety technology since the safety belt. Visit Volkswagen of America online at vw.com or www.media.vw.com to learn more.

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