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Intel Technology Selected for NISSAN Motor Company's Next-Gen In-Vehicle Infotainment Systems

Companies Collaborate to Bring New Features, User Experiences to the Car

NEWS HIGHLIGHTS

- Intel® Atom™ processor will power NISSAN Motor Company's next-generation in-vehicle infotainment system for select production vehicles beginning in 2013.
- Intel and NISSAN are engaged in joint research and product development to bring new and innovative driving experiences.
- Joint research demonstrates the benefits of integrating consumer electronic device connectivity in the car with cloud-based services.

NEW YORK--(BUSINESS WIRE)-- [Intel Corporation](#) announced today that the next-generation in-vehicle infotainment system (IVI) for select NISSAN Motor Company* production vehicles will be powered by the [Intel® Atom™ processor](#) beginning in 2013. The IVI system features an innovative twin-display that was unveiled in the Infiniti LE, a luxury zero-emissions concept vehicle, at the New York International Auto Show today. Infiniti is the luxury vehicle brand of the NISSAN Motor Company.

"Technology and vehicles are integral components of everyday life and by combining the two, we can achieve a truly connected, mobile lifestyle," said Ton Steenman, vice president of Intel's Intelligent Systems Group. "The processing power of the Intel Atom processor enables NISSAN to deliver information and entertainment to drivers and passengers simultaneously in a safe manner and opens the door to more enjoyable driving experiences."

NISSAN selected Intel as a technology partner to jointly develop rich in-vehicle experiences that will keep NISSAN drivers and passengers informed, entertained and productive while maintaining optimal safety. The industry-leading, twin-display will enable the driver to see vital traffic information and navigation while simultaneously delivering entertainment, such as movies, to passengers.

"The Infiniti LE showcases the concept of smart hospitality," said Andy Palmer, executive vice president, NISSAN Motor Company and in charge of Infiniti. "The twin-display, developed with Intel technology inside, is a breakthrough feature that presents driving-related information in the right place and at the right time."

The product development builds on a longstanding relationship between Intel and NISSAN, which includes joint research through Intel Labs to explore new ways to customize

applications and enhance mobile device connectivity in the car. Sharing a similar user-centric approach to research and product development, combined with Intel's experience in consumer electronic devices as well as expertise in delivering hardware and software computing solutions and NISSAN's strong understanding of the automotive industry and driving needs, the two companies are helping the automotive industry deliver new driver and passenger experiences.

The joint research focused on several areas of exploration, including mobile device-to-vehicle fusion, cloud-based services for vehicles, and vehicle video surveillance via smartphones, as well as vehicle access and control via smartphones. For example, by using in-car connectivity and cameras and sensors already in the car, the car is able to notify the owner via smartphone when the vehicle is struck in a parking lot. Additionally, using near-field communications or a barcode to securely pair a smartphone with a car enables the smartphone to become a virtual key for remote keyless entry to the vehicle.

The announcement follows additional efforts toward realizing Intel's vision for the connected car including the recent creation of the \$100 million Intel Capital Connected Car Fund, the opening of a new global [Automotive Innovation and Product Development Center](#) in Karlsruhe, Germany, an academic outreach program focused on IVI and telematics, and the expansion of Intel Labs Experience and Interaction Research in [automotive](#).

About Intel

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