

Wind River Announces Disruptive Infotainment Platform For Automotive Industry

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Pre-integrated Solution Supported by Comprehensive Ecosystem of Partners

Wind River announced an infotainment platform based on an automotive-optimized commercial Linux that will significantly accelerate time-to-market of innovative applications for the in-vehicle infotainment segment of the automotive industry. Wind River's commercial Linux platform, Wind River Linux Platform for Infotainment, is expected to be available in the third quarter of this year.

In recent years, the automotive industry has faced integration and interoperability challenges with consumer electronics technologies. The challenges are largely due to mismatched development cycles, dramatic increases in platform development costs, and a pressing need to speed platform innovation to help differentiate the entire vehicle. Manufacturers and suppliers have found that traditional proprietary approaches to these challenges lack the flexibility to help create true differentiation. In addition, these approaches constrict business models, while Linux kernel-centric approaches don't address time-to-market issues or development costs. Through Wind River Linux Platform for Infotainment, developers, suppliers and manufacturers will be better positioned to bring to market new, compelling products faster and at a much lower cost.

Wind River Linux Platform for Infotainment will be optimized for the Intel Atom processor, and will offer pre-integration with many leading third-party networking and multimedia applications. These leading applications include speech-recognition and speech-to-text technologies by Nuance Communications, Inc.; Bluetooth and advanced echo-cancellation and noise reduction solutions by Parrot; music management and automatic playlisting technologies by Gracenote, Inc.; multimedia networking solutions by SMSC; and DVD playback by Corel's LinDVD.

Wind River Linux Platform for Infotainment will deliver many of the most compelling requirements of automotive-optimized Linux through middleware optimized for today's demanding infotainment devices. Enhancements will include the following:

- Consumer Electronics Connectivity: Connectivity with popular CE devices such as the iPod.
- Three-Dimensional Graphic Support: Support for rich 3D graphics now common in navigation systems.
- Multimedia Support: Support for a wide breadth of consumer electronics, video and audio standards.
- Power State Management: Provides the framework for how the system performs during changes to vehicle and device power state.
- Fast Boot/Initialization: Working with Power State Management, ensures infotainment device is available within the prescribed timeframe of an Original Equipment Manufacturer (OEM).
- Automotive Standards Connectivity: Interoperability with Controller Area Network (CAN), a popular bus for in-vehicle communications and industrial automation applications, and Media-Oriented Systems Transport (MOST), the leading standard for automotive multimedia networks.

More Information:

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About Wind River

Wind River is the global leader in device software optimization (DSO). Wind River enables companies to develop, run and manage device software faster, better, at lower cost and more reliably. Wind River platforms are pre-integrated, fully standardized, enterprise-wide development solutions. They reduce effort, cost and risk and optimize quality and reliability at all phases of the device software development process from concept to deployed product.

Founded in 1981, Wind River is headquartered in Alameda, California, with operations worldwide. To learn more, call 1-800-872-4977 or visit Wind River at www.windriver.com.

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