



## Press release

---

### **EB (Elektrobit) and AEV (Audi Electronics Venture GmbH) establish joint venture**

Joint venture develops software framework for in-vehicle infotainment systems

**Erlangen/Gaimersheim, Germany, 22 June 2009 – EB, the leading supplier of embedded software and hardware solutions for automotive and wireless industries, and AEV, 100% subsidiary of AUDI AG, are launching a joint venture on 1 July 2009, based in Gaimersheim near Ingolstadt, Germany. The joint venture will concentrate on the development of a software framework for in-vehicle infotainment systems. EB will hold a 51% stake in the new company, with AEV holding the remaining 49%.**

The goal of this joint venture is to provide an infotainment framework and thereby enhance re-use of software for in-vehicle infotainment systems. EB and its long-term customer AUDI AG are combining their know-how in order to develop and establish this new infotainment framework. To this end, AUDI AG, through AEV, will contribute four generations worth of in-vehicle infotainment experience and EB its knowledge as professional global software developer for infotainment and its expertise in software system integration.

#### **Open interfaces for operating systems and applications**

EB believes that this infotainment framework will be attractive to the whole automotive industry, as it is designed to be hardware independent and due to its open interfaces it is interoperable with different system environments and applications. AUDI AG, as first customer, plans to implement key components of the infotainment framework in the next generation of the VW Group's high-end infotainment system.

#### **EB as partner for in-vehicle entertainment**

EB will take over system integration for the joint venture's infotainment framework for customers other than the VW Group. EB will also hold exclusive rights of sale and distribute the infotainment framework which will complement existing EB infotainment solutions. With the navigation solution, EB street director, and the HMI development environment product, EB GUIDE, EB has already established itself as a major player in the worldwide in-vehicle infotainment market and will now, through the joint venture, add the infotainment framework to its portfolio.

Uwe Reder (currently at EB) and Dr. Riclef Schmidt-Clausen (currently at AUDI AG) will be heading the joint venture as executive directors. At launch, approximately 60 employees will be working in Gaimersheim and Erlangen.



Picture 1:

Uwe Reder, Executive Director

**Personal Particulars:**

Uwe Reder, Executive Director of the new joint venture

Uwe Reder studied Computer Science in Erlangen. Since 1996 he has been employed at 3SOFT GmbH, now Elektrobit Automotive GmbH, in various positions. Most recently he has been responsible for Engineering Infotainment with a department of over 300 employees.



Picture 2:

Dr. Riclef Schmidt-Clausen,  
Executive Director

**Personal Particulars:**

Dr. Riclef Schmidt-Clausen, Executive Director of the new joint venture

Dr. Riclef Schmidt Clausen has been involved in infotainment development at AUDI AG since 1997, three years of which were spent in Japan. Most recently he has been the Head of Development Radio/Multimedia.

Jarkko Sairanen  
Executive Vice President, Automotive Software  
EB, Elektrobit

**Contact person for the editorial team**

Karin Haubner  
Public Relations, Automotive Software Business  
EB, Elektrobit  
Am Wolfsmantel 46  
91058 Erlangen  
Germany  
Phone +49 9131 7701 6101  
E-Mail: [karin.haubner@elektrobit.com](mailto:karin.haubner@elektrobit.com)



Please find these and other EB press releases in the Internet at:

[http://www.elektrobit.com/whats\\_new/press\\_releases](http://www.elektrobit.com/whats_new/press_releases)

Download pictures at the EB Internet page:

[http://www.elektrobit.com/whats\\_new/press\\_materials](http://www.elektrobit.com/whats_new/press_materials)

#### **AEV, Audi Electronics Venture GmbH**

Audi Electronics Venture GmbH (AEV) was established in 2001 as a full subsidiary of AUDI AG. The objective of AEV is to implement automotive innovations based on new technologies. This can be achieved by making use of AEV's own function and software development as well as associated companies and cooperations. Therefore AEV is a single point of contact for high-tech entities in the field of electronics and software.

#### **EB, Elektrobit Corporation**

EB develops advanced technology and transforms it into enriching end user experiences. EB specializes in demanding embedded software and hardware solutions for the automotive industry and wireless technologies. The company's net sales for the year 2008 totaled EUR 172.3 million. Elektrobit Corporation is listed on NASDAQ OMX Helsinki. [www.elektrobit.com](http://www.elektrobit.com)

#### **EB's Automotive Software Business**

EB's Automotive Software Business has established itself internationally as one of the most important suppliers of embedded software solutions for the automotive industry. In addition to the development of innovative products, it also specializes in services and consulting for the automotive industry, supplying implementations of serial software solutions for a broad range of AUTOSAR and FlexRay, Infotainment, Navigation, HMI and Driver Assistance systems.