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## **miRoamer Joins Industry Consortium to Further Develop Open Source In-vehicle Infotainment Platform**

*GENIVI Alliance utilizing miRoamer's experience to help accelerate development of infotainment applications for connected vehicles*

(Melbourne, Australia – February 15, 2010) – [miRoamer](#), a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK) - the original global innovator in the Internet radio and media industry – has joined the GENIVI Alliance, an industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform.

Through the GENIVI Alliance, miRoamer can be activated "out of the box" by car manufacturers and OEM's to provide complete digital media services with minimal development, integration, or customization constraints.

The GENIVI Alliance recently unveiled the GENIVI Platform version 1.0 at the International Consumer Electronics Show in January 2010, which represented the collaborative efforts of the core and charter members of the Alliance, including founding companies BMW, Delphi, General Motors, Intel, Magneti Marelli, PSA, Visteon Corporation and Wind River. The platform, recently made available to its member companies, may be used by Tier One and OEMs to reduce the cost of developing IVI devices and greatly reduce the time to bring innovative, differentiated IVI devices to the consumer market.

miRoamer is uniting with industry-leading automotive, consumer electronics, communications and application development companies investing in the IVI market to help accelerate development of infotainment applications for connected vehicles. The effort will result in both reducing time-to-market and total cost of ownership.

"We are excited to be a part of the GENIVI Alliance and to contribute to the momentum that it is gaining, as its mission aligns perfectly with our goal to further the in-vehicle infotainment industry," said George Parthimos, Founder and Managing Director, Mi Media. "We believe our vast experience in creating the world's first portable Internet media player and powering the world's first Internet car radio will help strengthen the GENIVI Platform, ultimately accelerating the pace at which new and innovative automotive applications can be developed."

miRoamer has set the standard in Internet media and reception quality, after nearly two years of exhaustive testing in all environments. The GENIVI alliance will be at the forefront for in-car entertainment underwritten by the miRoamer digital media platform.

"The continued growth in the GENIVI Alliance's membership illustrates the strong need for a common foundation for automobile manufacturers and their suppliers, and validates GENIVI's open source approach

to innovation and flexibility in commercialization options," said Graham Smethurst, President, GENIVI. "miRoamer's wealth of knowledge and experience in the Internet media and in-vehicle infotainment will certainly aid us in shaping the future IVI specifications, leading to shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software."

For more information on currently available miRoamer software, content or technology, please contact Robert Demian at +61 401-674-123 or visit [www.mimediainholdings.com](http://www.mimediainholdings.com) or [www.miroamer.com](http://www.miroamer.com).

## About the GENIVI Alliance

GENIVI is a non-profit industry alliance committed to driving the broad adoption of an In-Vehicle Infotainment (IVI) reference platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. Our work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software.

### *GENIVI Reference Platform*

The GENIVI platform - a common software architecture that is scalable across product lines and generations – will accelerate the pace at which new and compelling automotive applications are developed and allow new business models to emerge in the in-vehicle infotainment market. It consists of Linux-based core services, middleware, and open application layer interfaces and establishes a foundation upon which automobile manufacturers and their suppliers can add their differentiated products and services.

## About miRoamer

[miRoamer](http://miRoamer.com), a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK), is a category-leading software solution for enhanced Internet radio entertainment, which can be installed in a variety of consumer electronic products, including car radios, smart phones, gaming consoles and audio-visual equipment from televisions to home stereo systems. Users have access to media content from a common platform, using as many electronic products as they wish. The miRoamer Internet portal allows users to access favorite content providers and stations, as well as customize how they access them. miRoamer is licensed by some of the world's biggest and most prestigious automotive and consumer electronics companies. For more information, call 317-806-1900 x120 or visit [www.mimediainholdings.com](http://www.mimediainholdings.com).

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