

Geneva Motor Show a showcase for HARMAN innovations

Leading the global innovation race, HARMAN shows its cerebral muscle by making science-fiction technology available for the automotive world of today

GENEVA MOTOR SHOW 2015 – March 2nd, 2015 – With a plethora of technological innovations, HARMAN, the premium global audio, visual, infotainment, and enterprise automation group (NYSE:HAR), is once again staking a claim as the company to visit at the 2015 Geneva Motor Show. Driven by several European premieres, HARMAN's booth at this year's show is full of eye-popping audio, infotainment, and automotive services technologies, that only yesterday seemed like science-fiction.

Quieting the road with RNC

During a live demonstration on the HARMAN booth at the 2015 Geneva Motor Show, visitors can experience the effect of HARMAN's brand-new revolutionary in-car audio technology. **Road Noise Cancellation (RNC)** minimizes unwanted low frequency broadband noise that is transmitted from road surfaces into the vehicle cabin through tires, suspension, and vehicle body components. Based on the principle of "anti-noise", RNC uses accelerometers placed strategically along the path of noise transfer to provide a reference signal to generate an anti-noise sound wave that is output through the vehicle's standard audio system, thereby creating a more quiet and comfortable cabin. Additionally, the technology enables OEMs to pursue measures to improve vehicle weight and handling without impacting interior noise levels. Moreover, RNC features HARMAN's patented True Audio technology to ensure that in-cabin audio remains unaffected by noise cancellation.

RNC is part of the award-winning HALOsonic technology suite of active noise management solutions, which was developed to tackle the acoustic challenges within the unique automotive environment of traditional, electric and hybrid cars.

Personalizing the in-cabin sound

Another innovative audio technology having its European debut at the 2015 Geneva show is HARMAN's **Individual Sound Zones (ISZ)** technology. This technology enables drivers and passengers to create sonic zones between individuals for the ultimate personalized car audio experience. The solution can help to reduce the clutter of different sounds in the car – from navigation commands to phone calls and music – ensuring that all occupants in the vehicle hear only what matters to them.

The ISZ technology can be integrated into any HARMAN in-car audio system via the amplifier, providing automakers limitless possibilities to further enhance in-car listening experiences. It is available now to all automakers.

Next step in seamless HD audio streaming to the car

While the automotive world is looking at Geneva, HARMAN will be showing how unparalleled 96 kHz 24-bit Studio-quality HD audio can be streamed seamlessly into listeners' cars with the same convenience as in their homes. The new solution was globally premiered at the 2015 Consumer Electronics Show in Las Vegas, with its established Harman Kardon Omni wireless HD audio eco system and a Harman Kardon concept sound system. With its European premiere, the HD audio streaming technology is now ready for automakers to deploy in their vehicles, and is well positioned for both HARMAN branded audio and aftermarket systems.

Cost-optimized embedded infotainment

First shown at the CES 2015, HARMAN introduces its new embedded infotainment platform to the European market. Cost-optimized to offer feature-rich, automotive-grade smartphone integration and scalable connectivity options, the Smart Essentials Infotainment Platform enables automakers to use the same flexible infotainment platform to affordably address a diverse range of international markets and vehicle classes. Using the latest multi-core system-on-chip hardware, the platform is designed using a flexible Linux OS framework. It leverages today's smartphone experiences, including CarPlay and Android Auto, and supports MirrorLink integration for familiar and simple use of popular mobile applications. Moreover, for its Integrated Essentials Cockpit, HARMAN merges the Smart Essentials Platform with proven instrument cluster technology to offer a state-of-the-art single-display solution.

Sachin Lawande, President Infotainment Division, HARMAN, said: "Driven by the huge potential of the Internet of Cars, HARMAN is aiming to make the essential building blocks for a connected car solution available to all vehicle categories."

The Smart Essentials Infotainment Platform is adaptable to a variety of vehicles ranging from entry to lower mid segment, and provides automakers with the best feature-to-cost ratio, with a range of options that meets virtually all global market-specific requirements.

Premium infotainment with intelligent navigation and OTA map updates

Also being shown for the first time in Europe is the new iteration of HARMAN's premium scalable infotainment platform. Its new intelligent connected navigation enables a new generation of driver usability and feature functionality. The platform also integrates industry-leading over-the-air (OTA) map and software update features, which seamlessly deliver infotainment firmware and map content updates to in-vehicle navigation systems.

HARMAN will also showcase at the Geneva Motor Show a new "floating" car data framework (FCD), which collects and aggregates camera, sensor and on-board diagnostics (OBD) data and integrates it with both on-board and off-board systems. This technology can be seen in the new Rinspeed Budii concept car.

New Aha Cloud Services by HARMAN to deliver real-time connected vehicle access and insights

Being premiered in Europe at the 2015 Geneva show, Aha Cloud Services, which are designed to change how automakers and partners measure quality, handle service and market to consumers, provide the interactive platform that makes the full benefits of connected vehicles possible.

First shown at this year's CES in Las Vegas, the new Aha Analytics Services platform is currently helping automakers in North America and Europe validate and qualify vehicle performance during pre-production deployments.

And last but not least, Aha Updates allows automakers to safely and cost-effectively update a variety of a vehicle's software-driven applications and connected devices wirelessly.

HARMAN at Geneva Motor Show 2015:

Visit HARMAN during the Geneva Motor Show 2015 at its joint booth 6240 with Rinspeed in hall 6 for a demonstration of HARMAN's portfolio of infotainment and in-car audio solutions. Follow HARMAN online during the Geneva Motor Show 2015:

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About HARMAN

HARMAN (www.harman.com) designs, manufactures and markets premier audio, visual, infotainment and enterprise automation solutions for the automotive, consumer and professional markets. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, the Company is admired by audiophiles, musicians and the entertainment venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of approximately 17,600 people across the Americas, Europe, and Asia and reported sales of \$5.9 billion during the last 12 months ended December 31, 2014. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.