

Press Release

The HARMAN logo is displayed in white, uppercase letters on a dark blue rectangular background.

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CES 2013: HARMAN combines connectivity, productivity and entertainment in new BMW premium infotainment system

Seamless connectivity and convenience for in-car infotainment now available in the USA in a range of BMW cars

CES 2013, LAS VEGAS – HARMAN, the premium global audio and infotainment group, is proud to showcase the US launch of its content-rich infotainment system for BMW. Forming the core of the BMW “ConnectedDrive” experience, the HARMAN premium infotainment unit delivers a seamless experience into the vehicle combining wireless connectivity, enhanced navigation and even productivity applications that transform the car into a mobile office – all safely and intuitively. The HARMAN premium infotainment system for BMW delivers an excellent experience today, and is ready for tomorrow thanks to its upgradeable software architecture. The system is being demonstrated at CES onboard the BMW 3-series vehicle in the HARMAN booth.

Working in partnership with BMW, HARMAN has incorporated new infotainment features such as a special “birds-eye” view with realistic 3D city models, advanced guiding and new location-based services such as weather information. Entering destinations is a “one-shot” action, with the city, street and building number all in one natural sequence. A high-resolution 1280x480 display and 1.3GHz processor provide sharp clarity and detail, enabling HARMAN engineers to create a human machine interface (HMI) that supports 3D menus, thereby streamline choices and minimize driver distraction. Since every gram of weight is an important consideration to automakers, HARMAN has also drawn on its extensive experience to maintain feature content while managing heat production, system weight and package size to reduce car emissions and maintain an ideal fuel efficiency.

Connected with the world

With a clear focus on simplifying the complexity of connecting to consumer devices, the HARMAN premium infotainment system for BMW offers a number of industry firsts: without taking their hands off the wheel or eyes off the road, drivers can dictate short emails, texts or voice memos to be composed and sent later or instantly via mobile uplink. To simplify connectivity to Facebook, internet radio and other services, the head unit also includes an embedded BMW iPhone App with the option to load third party apps in the future.

“This system earns its claim to being the most advanced infotainment system on the market,” says Michael Mauser, executive vice president and co-president Infotainment and Lifestyle. “We’re delighted it’s now available to BMW drivers in the USA also. It shows the way forward for in-car infotainment systems – with more intuitive operation, seamless connectivity, safety and convenience.”

The latest premium infotainment innovations by Harman for BMW are premiering this month in the US and will be available onboard a wide range of BMW models, including the 7-, 5- and 3-series vehicles.

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HARMAN at CES 2013

Visit HARMAN during CES 2013 for more details and to receive a demo of the new HARMAN premium infotainment system for BMW as well view the company's full portfolio of infotainment and lifestyle audio systems. HARMAN is located in the Central Hall, Booth 10431, in the Las Vegas Convention Center, January 8-11, 2013. Follow HARMAN online during CES 2013:

- Find more CES news at the [HARMAN Newsroom](#)
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About HARMAN

HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands, including AKG®, Harman Kardon, Infinity®, JBL®, Lexicon® and Mark Levinson®. The company is admired by audiophiles across multiple generations and supports leading professional entertainers and the 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 about 13,900 people across the Americas, Europe and Asia, and reported sales of \$4.4 billion for the fiscal year ended June 30, 2012. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

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