

# Press Release



## 83. Geneva Motor Show:

### HARMAN Showcases Vision of Automotive Industry's First "urbanSWARM" Mobility Concept for Megacities and other World Leading Solutions for the Automotive Industry

- The electric driven "microMAX" vehicle developed in cooperation between HARMAN and Rinspeed utilizes HARMAN's Cloud Platform and key infotainment technologies to revolutionize Megacity transport with the vision of an "urbanSWARM" mobility concept
- European Premiere of Quantum Logic 3D, the automotive industry's first true three-dimensional surround sound experience.
- Entry-Level Connected Radio is a value solution for OEMs which includes leading-edge mobile content integration as well as a seamless radio experience for consumers.
- HARMAN's scalable app-centric infotainment platform uses Android to enable driver-centric apps and services while also delivering key ADAS functions.
- HARMAN's solution for tomorrow's premium infotainment system combines interactive head-up display with free hand gesture control and a variety of additional ADAS functions.
- Aha radio is the first interactive platform that organizes web-based content into personalized live, on-demand radio stations accessible anywhere.
- The HARMAN Cloud Platform (HCP) enables automakers to future-proof their cars for the Internet of tomorrow. The latest HCP product "Insight" enables OEMs to capture in-depth intelligence on how their vehicles are being used in the field.

Geneva, Switzerland – HARMAN, the premium global audio and infotainment group (NYSE:HAR), will showcase a vast array of cutting edge solutions and products at this year's Geneva Motor Show. The numerous ground-breaking exhibits range from the world premiere "microMAX" show car to a variety of leading innovations such as HARMAN's cloud platform or QuantumLogic 3D. The HARMAN exhibits in Geneva will not only once again set new standards for the whole automotive industry, but will also enable completely new business models and strategies.

#### **Car World Premiere**

A highlight of this year's Motor Show will be the "microMAX" show car developed in cooperation between Rinspeed and HARMAN. This world premiere of the car with the size of a Mini is presented at the joint Rinspeed-HARMAN booth 6240 in Hall 6. The electric driven "microMAX" is set to revolutionize short distance transport. The ecologically friendly vehicle is designed to encourage potential passengers to get in and ride because it is convenient and simple. Its lounge-like, high class interior finish and the height of 2.2 meters create, together with the upright seats, an outstanding sense of spaciousness. The "microMAX" utilizes HARMAN technologies that are all already available today and links them together to enable "urbanSWARM", HARMAN's vision of a holistic, cloud-based mobility concept of the future. By linking cloud-based community with real time navigation and personal content accessibility with a secure cloud platform, HARMAN's "urbanSWARM" combines the benefits of multiple individual mobility approaches while avoiding their downsides. The visionary concept makes HARMAN's end-to-end approach tangible by including in-car components and apps as well as the cloud-based platform. Thereby, HARMAN adds considerable value to the car itself, and enhances it from a limited individual vehicle to a "clever" member of a swarm community.

# Press Release



## **3D Sound Experience**

Beyond the prototyping work with Rinspeed, HARMAN is also premiering in Geneva a number of its own leading infotainment and branded audio innovations for the first time in Europe. A special highlight will be Quantum Logic 3D. The new technology is based on HARMAN's Quantum Logic Surround (QLS) and is the automotive industry's first true three-dimensional surround sound experience. HARMAN's QLS innovations reflect years of research into the science of sound perception and advanced signal processing, along with an intimate knowledge and expertise in acoustics, recording and playback technologies. QLS-3D technology is compatible with mono, stereo, and multi-channel content and creates a natural three-dimensional sound field without the artificial effects used by competitive surround sound technologies.

## **Integrated and Personalized Radio**

With its Entry-Level Connected Radio, HARMAN has developed a value solution for OEMs which includes leading-edge mobile content integration as well as a seamless radio experience for consumers. HARMAN's Connected Radio platform is redefining basic radio and offers a solution for drivers to stay connected to their digital worlds – home, office and friends – in a way that is easy and fun to operate. It's affordable enough to be standard on all vehicles, yet still provides a rich set of features due to smart device integration – navigation, for instance, uses the navigation app on the user's own Smartphone.

Another HARMAN innovation presented at Geneva is the Aha radio solution. It is the first interactive platform that organizes web-based content into personalized, live, on-demand radio stations that consumers can access anywhere. The Aha service brings hundreds of new personalized stations of location-based services to drivers – offering everything from local weather info, traffic info, music and news to local shopping discounts. By the end of 2013, Aha will be installed into vehicles by more than 10 automotive manufacturers, which in total represent more than 50 percent of all cars sold in the USA/Canada and up to 30 percent in Europe. Over a million cars on the road will be equipped with Aha then.

## **Internet solutions of tomorrow**

The infotainment content delivered by Aha is just the first service of the new HARMAN Cloud Platform (HCP), an amazing innovation for the future on display at the Motor Show. The HCP enables automakers to future-proof their cars for the Internet of tomorrow, freeing them from the open-ended cost of creating and maintaining custom apps. With the HCP, automakers can use the Harman Cloud to map Internet content years into the future, without sacrificing the unique user experience of their head units. Our latest product, HARMAN Insight, enables OEMs to capture in-depth intelligence – in nearly real time – on how their vehicles are being used in the field. As such, it is a superb feedback tool for building responsive customer relationships and planning products.

## **Safety and Security**

Also presented in Geneva will be HARMAN's scalable app-centric infotainment platform. The newly developed scalable mid-tier platform uses automotive-grade Android enabling vehicle owners to discover and download new applications and services they want to enjoy in their cars. These apps and services will be "driver-centric" and aware they are in "car-mode" – ensuring they are deployed safely and securely for their intended environment. HARMAN's new infotainment system also delivers key ADAS functions. HARMAN is collaborating with companies such as iOnRoad to help drivers increase visibility and awareness of their driving environment. HARMAN is working with other solutions providers to continue evolving 360 degree views of the vehicle to assist with parking, provide rear camera views and warnings, and other applications.

In addition, visitors of the Motor Show can get a first-hand impression of HARMAN's solution for tomorrow's premium infotainment system with connected in-car safety and entertainment technologies. The new concept combines augmented navigation, free hand gesture control, high speed networking, smart connectivity and an interactive head-up display that offers a higher resolution and more brilliant viewing experience than any other

# Press Release



system on the market – for the ultimate in-car premium infotainment. The system also allows a variety of ADAS functions like lane guiding, collision-, blind spot- and lane departure warning, augmented reality guidance and more, using the head-up display to project all these information directly into the driver's view, helping him to keep his eyes on the road at all times.

## **HARMAN at the Geneva Motor Show 2013**

Visit HARMAN during the 83rd International Motor Show in Geneva for more details and to receive a demo of the company's full portfolio of infotainment and branded audio technologies and solutions for the automotive industry. HARMAN is co-exhibitor at the Rinspeed booth 6240 in Hall 6, March 5 to 17, 2013.

For the latest HARMAN news, subscribe to HARMAN RSS feeds or follow HARMAN on Twitter and Facebook.

## **About HARMAN**

HARMAN ([www.harman.com](http://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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