

# Press release



To the editor

20 June 2012

## **Cybercom supplies Bluetooth® Connectivity for Freescale's Vybrid(tm) automotive solutions**

**Cybercom, a leading design house for automotive infotainment systems, and Freescale Semiconductor, a global leader in microprocessors and microcontrollers, today announced that Cybercom has been selected to integrate its Bluetooth® connectivity solution, Cybercom blueGO, into Freescale's Vybrid automotive solutions.**

In-car audio systems are quickly evolving from basic radio and CD players to connected systems that provide entertainment and information from a variety of sources. Consumers are growing to expect advanced features in their new vehicles, including voice command, smartphone integration and interactive, streaming audio.

"Cybercom, together with Sybase iAnywhere, provides a solution that meets our customers' demands for time to market and interoperability, and helps them create a compelling user experience. Furthermore, Cybercom can offer the Bluetooth® expertise that our customers require," says Luke Smithwick, Freescale's Driver Information and Infotainment Operations Manager.

With Cybercom and Sybase iAnywhere as solution partners, Freescale's Vybrid automotive solutions offer reliable Bluetooth® connectivity for hands-free functionality. Cybercom also supported the development of a Vybrid controller solutions connected radio platform and an entry-level fully reconfigurable automotive instrument cluster platform on display at the Freescale Technology Forum in San Antonio this week where Cybercom is present.

"Being part of the Vybrid solution expands the market share for Cybercom blueGO," says Kristian Palm, business director Bluetooth® solutions at Cybercom. "It also further demonstrates the attractiveness of the solution. Together with iAnywhere we supply a Bluetooth® connectivity solution that is not only robust, but also continuously tested for interoperability with mobile devices," says Kristian Palm.

For more information, visit [www.freescale.com/vybrid](http://www.freescale.com/vybrid)

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**About Cybercom.** Cybercom Group is a turn-key solution provider, offering end-to-end solutions in security, Internet services, connected devices and telecom management. As an established turn-key solution provider, through its extensive industry and operations experience, Cybercom delivers to customers in telecom, industry, automotive, media, retail, banking and finance and public sector, around the world. The group employs 1,600 people and runs projects worldwide. Cybercom has offices in nine countries. Cybercom was launched in 1995, and its share has been quoted on the NASDAQ OMX Nordic Exchange since 1999. Find out more at [www.cybercom.com](http://www.cybercom.com).

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