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# News Release

## **Intel-Powered In-Vehicle Infotainment System Featured in Kia Motors Corporation's New K9 luxury Sedan**

### **NEWS HIGHLIGHTS**

- Intel® Atom™ processor to power in-vehicle infotainment system featured in the new Kia K9 luxury sedan.
- Intel technology offers powerful multimedia and entertainment capabilities to enhance the driving experience for drivers and passengers.

SEOUL, May 3, 2012 – [Intel Corporation](#) announced today that the new in-vehicle infotainment (IVI) system available in Kia Motors Corporation's [K9](#) luxury sedan will be powered by the [Intel® Atom™ processor](#). The K9 IVI system is the first product deployment to be announced from the ongoing collaboration between Intel and Kia.

“The automobile is a state-of-the-art mobile device that is becoming a more integral part of our digital lives,” said Hee-Sung Lee, country manager of Intel Korea. “Our engagement with Kia has resulted in an innovative, cutting-edge IVI system that is expected to provide a safe, aware, and compelling driving experience and we look forward to our continued collaboration on future connected car technologies.”

The IVI system features dual independent displays and is available in the K9 as an option. There is a 9.2-inch touchscreen on the dashboard for front seats and a clone display for backseats, so that drivers and passengers can enjoy desired content anywhere in the car.

The touchscreen on the dashboard interfaces with the driver information system (DIS) navigation and the UVO eServices for telematics. This allows the driver to take advantage of state-of-the-art functions and services such as voice recognition, smartphone remote start, stolen vehicle location tracking as well as access to the Internet.

The backseat display for passengers also supports various video formats such as MPEG1/2/4, WMV9, Divx4/5/6, Xvid and H264, and excellent 3-D graphic performance and Bluetooth. These enhancements allow passengers to enjoy rich multimedia with premium sound on a wide screen.

“K9 will not only maximize the safety and convenience of customers with the most competitive hi-tech profile in its class by cooperating with Intel on the IVI platform, but also establish K9 as a new standard in the large luxury sedan market by providing the best IT environment” said Chun-Kwan Seo, VP and head of marketing -- Domestic of Kia Motors Corporation.

As the car becomes a key part of peoples' digital lives, Intel brings a wealth of experience in consumer devices and technology to help deliver a new world of driver and passenger experiences. This announcement follows additional efforts from Intel to fuel the connected car transformation, including the creation of the \$100 million [Intel Capital Connected Car Fund](#), the

opening of a new global [Automotive Innovation and Product Development Center](#) in Karlsruhe, Germany, an academic outreach program focused on IVI and telematics, and the expansion of Intel Labs Experience and Interaction Research in [automotive](#).

-- 30 --

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