

Press Release

The HARMAN logo consists of the word "HARMAN" in a white, bold, sans-serif font, centered within a dark blue rectangular background.

March 2012 – For immediate release

HARMAN introduces the personalized dashboard at the 82nd Geneva Motor Show

HARMAN breaks new ground in personalized infotainment with its visionary networked infotainment concept incorporating a customizable situational human machine interface

Geneva Motor Show – *Imagine a car that automatically adjusts to every driver's tastes and preferences, harnesses a universe of personalized entertainment and information from the web, and makes your drive time easier, safer, and more productive by learning your driving routes and habits. Imagine all these capabilities available to a driver without the need to turn a dial, touch a screen, or even utter a word. This vision of a personalized, context-aware driving experience is brought to life by HARMAN, the leading provider of premium infotainment and audio solutions, through revolutionary customizable infotainment technologies on-board the DOCK+GO concept vehicle.*

Developed in partnership with automaker Rinspeed, the DOCK+GO mobility concept delivers a personalized interface between the driver, the car, and the connected and digital world around it. HARMAN has created a new "context-aware" infotainment system concept that creates a virtual personalized dashboard for the driver. The system combines advanced smartphone integration technologies, cloud-based Aha platform, and flexible human-machine interface (HMI) design including gesture recognition, to deliver media-rich digital content into the car in an intuitive, easy-to-use manner, without compromising safety.

"The DOCK+GO concept epitomizes HARMAN's promise to deliver automotive infotainment solutions that are connected, green and safe, and also addresses further market trends including individualization and sharing", explains Michael Mauser, Executive Vice President and Co-President, Infotainment and Lifestyle. "HARMAN has contributed its groundbreaking high-performance technologies like Aha, personalized HMI and learning navigation to this vision of the future and co-designed the new customizable concept."

The infotainment concept in the DOCK+GO uses the driver's smartphone to store preferences regarding personalized content. As soon as the driver enters the vehicle, it connects with the driver's smartphone and uses NFC (Near Field Communication) to recognize the users saved preferences such as: seat positions, favorite music and settings for the HARMAN HALOsonic Electronic Sound Synthesis system, the preferred HMI visualizations, emails, contacts and calendar entries as well as Facebook and Twitter accounts via the Aha platform.

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Cars - our digital, networked and personal companions

HARMAN holds a leading position at the cutting edge of the navigation industry. With “Learning Navigation” integrated in the infotainment system, it is now expanding its portfolio to include the personalized route map visualization systems. The navigation system “learns” by monitoring the driver, his operation characteristics such as speed and braking habits, his preferred routes and his interactions with the system. Based on this data the HMI display will, for example, change the zoom factor between intersection mode and regular view. The navigation system also detects driver alertness through sensors that measure the driver’s steering wheel movements, voice timbre, and braking and accelerating behavior, to intelligently propose less risky routes or suggest stopping for a rest.

The 'learning navigation' system is further enhanced with HARMAN's augmented navigation technologies. The situational HMI combines location, telemetry, and personalized user data to offer the driver with optimal route-relevant information such as traffic congestion avoidance, nearby fuel stations and weather information.

The range management system of HARMAN's infotainment concept works hand-in-hand with the navigation system and location-based services to optimize the distance and route taken by the vehicle. The on-board near field communication (NFC) is a further element of HARMAN's all-round infotainment system concept, offering functions including personalized cashless payment for toll highways or other automated systems.

HARMAN's feature-rich infotainment concept is also designed to ensure that safety remains a top priority. The infotainment system incorporates a number of HMI options, including gesture control, where basic functions can be performed with a wave of the hand, with no need for the driver to manipulate buttons, dials or touchscreens. The system's voice control allows drivers to access specific services such as read-aloud function for emails or – via Aha - social media feeds on Facebook and Twitter without taking their hands off the wheel. The integrated office solution allows standard documents and emails to be viewed and managed, transforming the vehicle into a mobile workplace.

Regular city drivers will appreciate the Parking Search function, which leverages HARMAN's Aha cloud technology platform to find and book free parking spots, reducing the time and frustration of circling to find a vacant spot. Backing into a spot becomes much easier, since HARMAN's 3D surround view system provides a virtual model of the surroundings for identifying obstacles and increasing safety. If the parking place is off the beaten track, the route can be transferred to the driver's smartphone to facilitate orientation after leaving the vehicle. The remaining path to the final destination (last mile navigation) can be guided by the smartphone, as the “last mile” has been transferred from the infotainment system.

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Multimedia streaming based on latest mobile communications standards

The mobile communications technology integrated into the concept car will open up new opportunities to access entertainment and information. HARMAN's Aha platform delivers access to multimedia content including audio books, radio, music services, podcasts, location based services, and more, supplied by an extensive roster of partners and stored in the cloud. Drivers can choose from an array of themes and filter content to match their preferences to create their own presets. The Aha platform also supplies drivers on the road with up-to-date offers and information, such as vouchers that can be redeemed in restaurants or stores en route.

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 13,000 people across the Americas, Europe and Asia, and reported net sales of \$4.2 billion for twelve months ending December 31, 2011. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

A smaller version of the HARMAN logo, featuring the word "HARMAN" in white, uppercase, sans-serif font on a dark blue rectangular background.

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