



## **Background Information**

### **Infineon's Automotive and Industrial Business Group: Infotainment Focus**

#### **Infineon Technology's Automotive and Industrial Group at a Glance**

Infineon's Automotive and Industrial Business Group develops, manufactures and markets innovative semiconductors and complete system solutions for a broad spectrum of automotive and industrial applications. Infineon serves automotive applications in the areas of power train (engine management and transmission control), body and convenience (air conditioning), safety and vehicle dynamics (anti-locking system, airbag, stability control) and infotainment system solutions (navigation, mobile multimedia, emergency assistance). Infineon supplies a wide range of semiconductors and complete systems solutions for applications in the automotive industry, including power semiconductors, microcontrollers, discrete semiconductors, silicon sensors and opto semiconductors, along with related technologies and packaging.

#### **Infotainment**

##### **Applications and Solutions**

Infineon, a leading supplier of automotive and communications semiconductors, provides a broad range of electronic components and system software to enable infotainment solutions meeting the requirements of the automotive industry for reliability, flexibility and economy.

The company's low-cost and highly integrated chipsets and software turnkey solutions enable short-range communications applications within vehicles using Bluetooth technology, as well as wide-range communication applications such as cellular communication and global positioning system (GPS) services. Infineon components enable a wide variety of vehicle infotainment system solutions, including mobile internet access, navigation support, emergency assistance and traffic monitoring.

The company has formed strategic relationships with leading providers of software that support advanced infotainment capabilities. Infineon's relationship with Swedish Mecel, announced on 17. July 2001, extends its capability to provide automotive systems OEM customers with Bluetooth short-range communication system solutions for infotainment applications. The company has a long-term partnership with California-based Trimble under which Global Positioning System (GPS) technology is provided.

### **Key Products**

Infineon is a leader in the production of system-on-chip solutions for automotive applications using the C16x architecture and the award-winning 32-bit Tricore architecture. Infineon's product portfolio also includes infotainment-specific microcontrollers, Bluetooth, cellular and GPS controllers, as well as high-frequency ICs, power semiconductors, LEDs and optical transceivers.

"Infineon provides a communications platform designed for high volume implementation and easy integration resulting in low risk, cost-effective and fast integration of leading-edge communications technologies for cars", said Dr. Reinhard Ploss, senior vice president and general manager of business group Automotive & Industrial at Infineon Technologies. "Infineon's combined wireless and automotive expertise enables us to supply highly innovative system solutions for advanced and innovative automotive applications."

Infineon's scalable solution design provides flexibility for automotive systems OEM customers and for auto manufacturers. OEM customers can either implement Infineon's complete hardware and software solution, or, incorporate Infineon's semiconductor solutions into their existing software.

### **Market Information on Infotainment Services**

Industry analysts forecast the market for automotive infotainment applications to grow significantly throughout the next years.

According to Mike Williams, senior analyst at Gartner Dataquest, by 2005, every new vehicle rolling off the production line will come equipped with a basic telematics module offering GPS-based navigation, a digital cellular engine and a security function.

UBS Warburg forecasts the world market for automotive telematics to grow to US dollar 47.2 billion by the year 2010 from US dollar 4.2 billion in the year 2000.

## Relevant webpages

Further information on Infineon's

- infotainment activities at [www.drivinginnovations.com](http://www.drivinginnovations.com)
- automotive semiconductor and system solutions at [www.infineon.com](http://www.infineon.com) => Solutions => Automotive
- microcontrollers at [www.infineon.com](http://www.infineon.com) => Products => Microcontrollers
- Bluetooth product portfolio at [www.infineon.com/bluetooth](http://www.infineon.com/bluetooth)
- complete product portfolio at [www.infineon.com](http://www.infineon.com)

## Status July 2001

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