



# GENIVI for Beginners

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# Agenda



- What & Why GENIVI does what we do
- Technical Deliverables and how they are produced
- Getting the word out...GENIVI Marketing
- Where do I go from here?

# What & Why GENIVI does what we do



## Our Mission



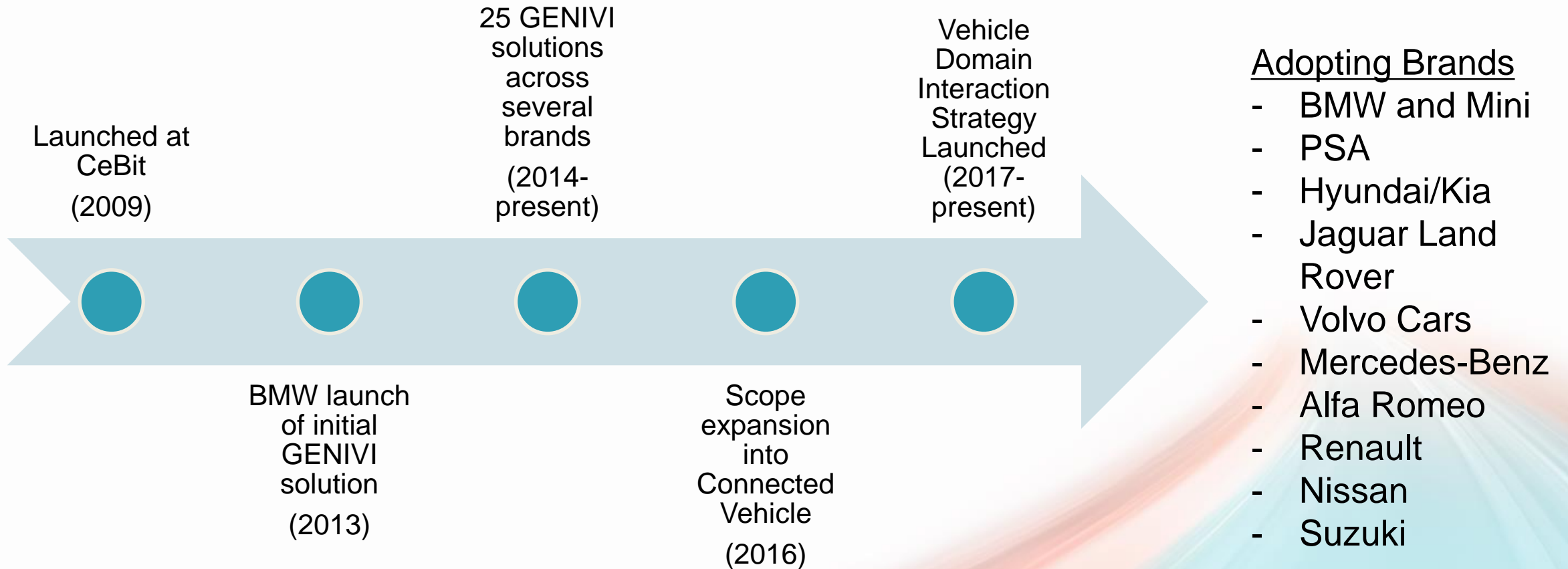
*to drive the broad adoption of open source, In-Vehicle Infotainment (IVI) software and provide open technology for the connected car*

# What has GENIVI accomplished?



- Introduced open source software and Linux operating system into the automotive industry
  - Brought OEMs together to align requirements for IVI systems
  - Facilitated collaboration between suppliers to deliver reusable IVI software components and a reference platform based on open source software
- Built a global, collaborative community where standards and software could be jointly developed, demonstrated, and adopted in commercial products
  - GENIVI software in 25+ brands worldwide

# GENIVI's History



# An Open, IVI & Connected Car Community



# What do Car Consumers Want?



- Full-time connectivity and seamless context switching
  - Car is an extension of their personalized, digital life
- In-car systems to alert, inform, entertain and keep safe the driver and occupants
  - No functional “silos”
- And all at an **AFFORDABLE PRICE**, **SIMPLE TO USE**, and absolutely **SECURE**



# How Will Consumers Get What They Want?



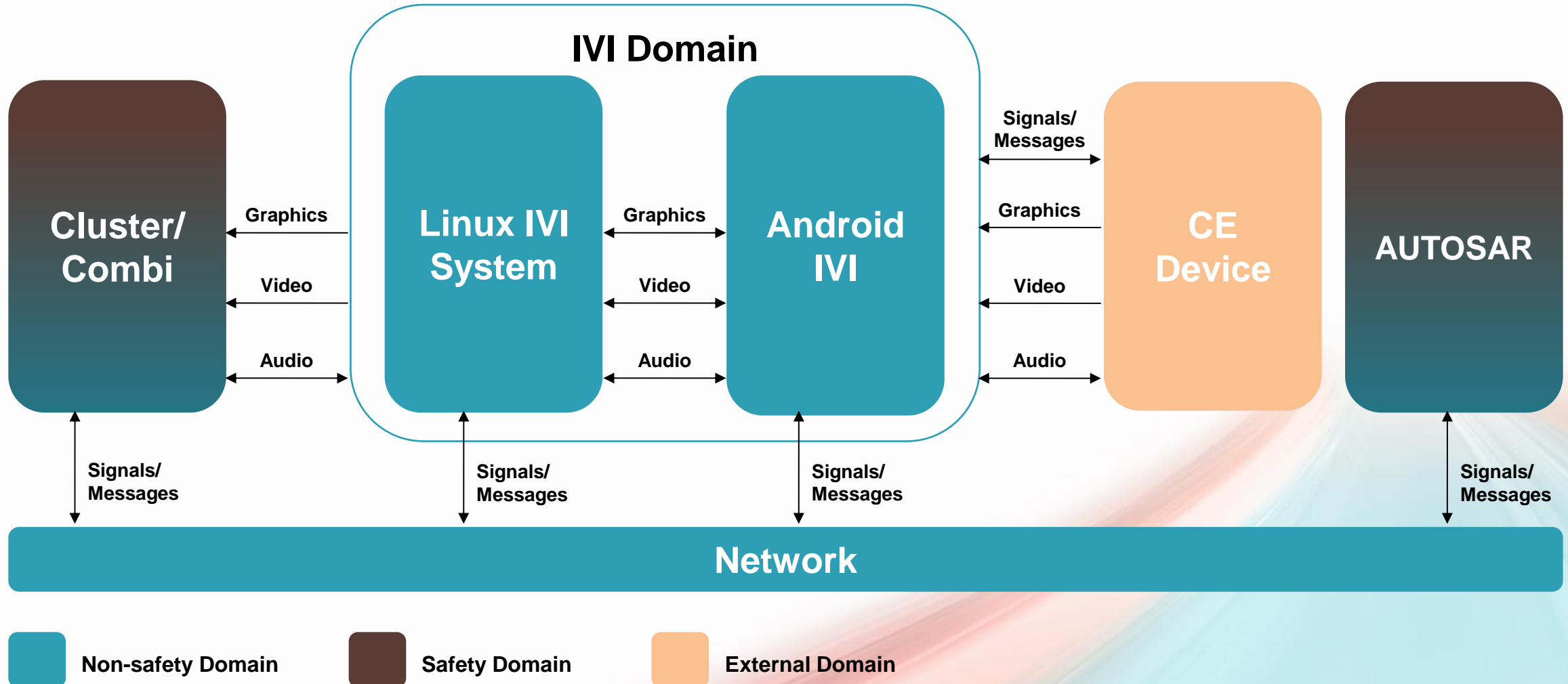
- Automakers and their suppliers must **write, test, validate, deliver, manage and update** an ever growing code base (100M LOC+)
- Automakers and their suppliers must **develop vehicle domain interaction functions** that eliminate current silos of safety, infotainment and mobile devices
- Automakers must do so **more efficiently** with **greater reuse** and at **lower cost**
- And they must do all of this **faster and more securely** than ever before

# From Automotive Trends to Open Technologies

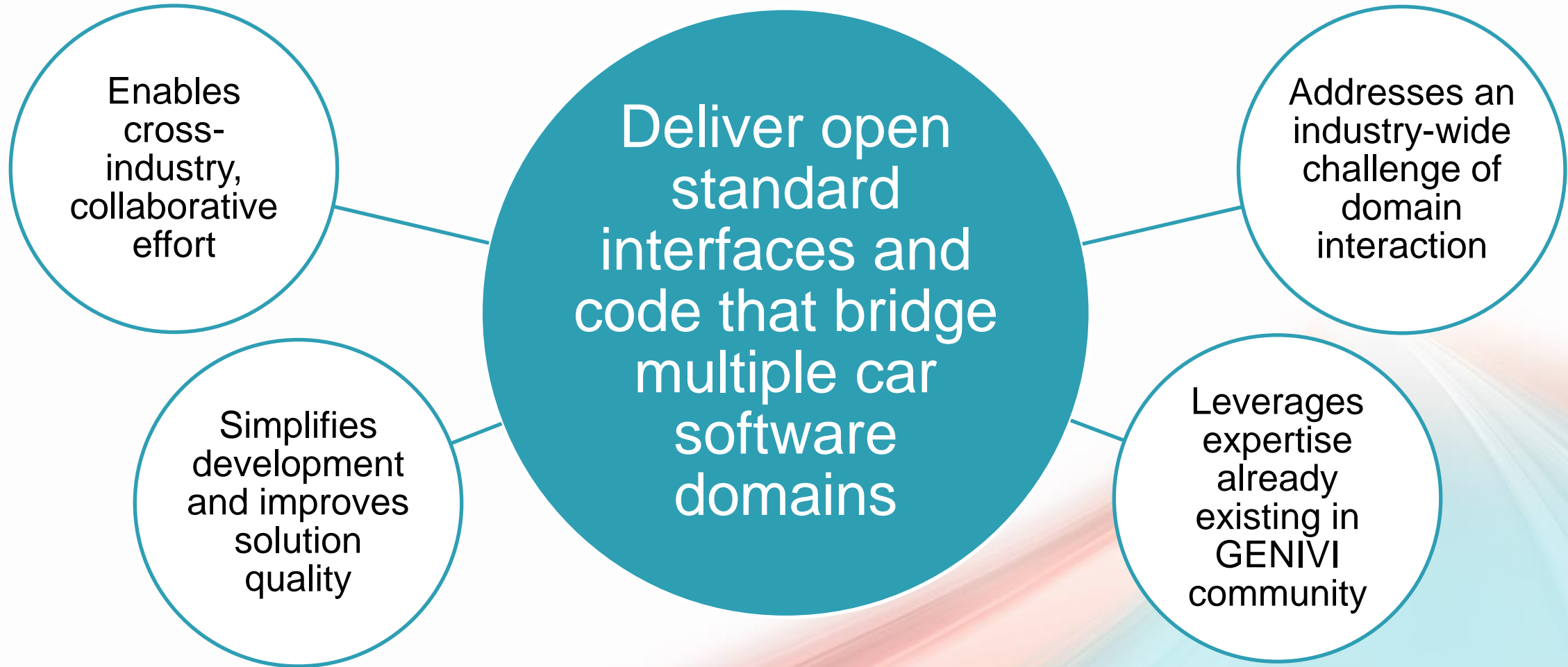


- GENIVI watches for current and future trends and proactively launches collaborative projects to develop open technologies
  - SOC Consolidation
  - Connected Vehicle (remote vehicle interaction)
  - Graphics on multiple target displays
  - Vehicles in the smart home/city contexts
  - Advanced mapping
  - Streaming of third party content (Netflix, etc.)

# (One of Many) Sample Multi-Domain Architecture



# GENIVI Vehicle Domain Interaction Strategy



## Domain Interaction Work Done to Date

- Three active projects launched and a fourth launching this week in Munich
- Attend overview this afternoon and working sessions on Wednesday & Thursday

Graphics Sharing  
& Distributed HMI  
Compositing

System Health,  
Debugging and  
Analysis of  
Distributed  
Systems

Determining  
Preferred Generic  
Communication  
Protocols

Developing or  
Extending  
Hypervisor APIs

# Technical Deliverables (and how they are produced)

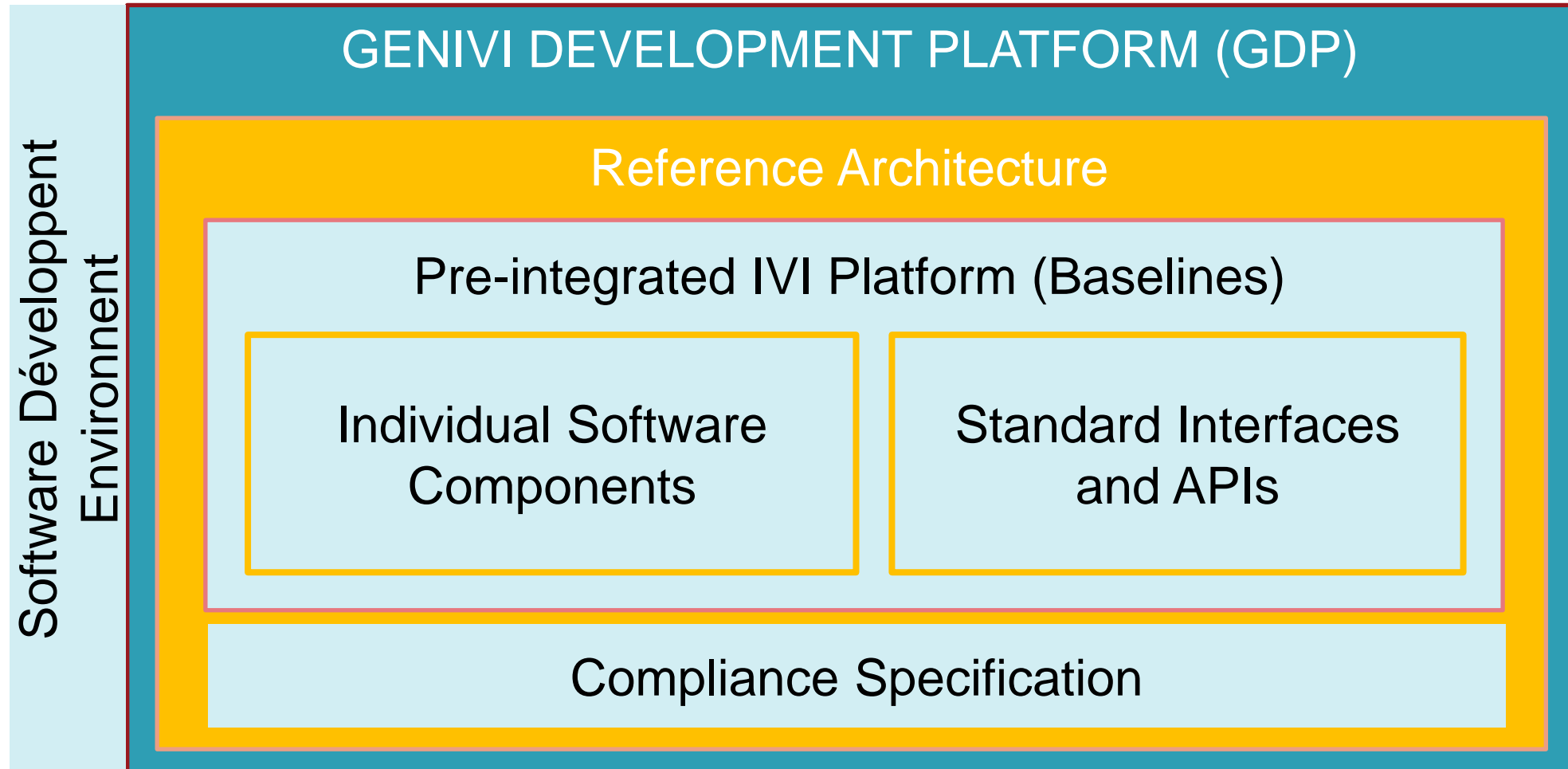
# Collaboratively Producing the Necessary Building Blocks



- Flexible architecture for IVI and connected car systems
- Individual software components and standard interfaces
- Integrated development platform (GDP) for experimentation
- Improved tooling for developer efficiently
- Training/mentoring for start-ups
- Pilots that use and improve our technology

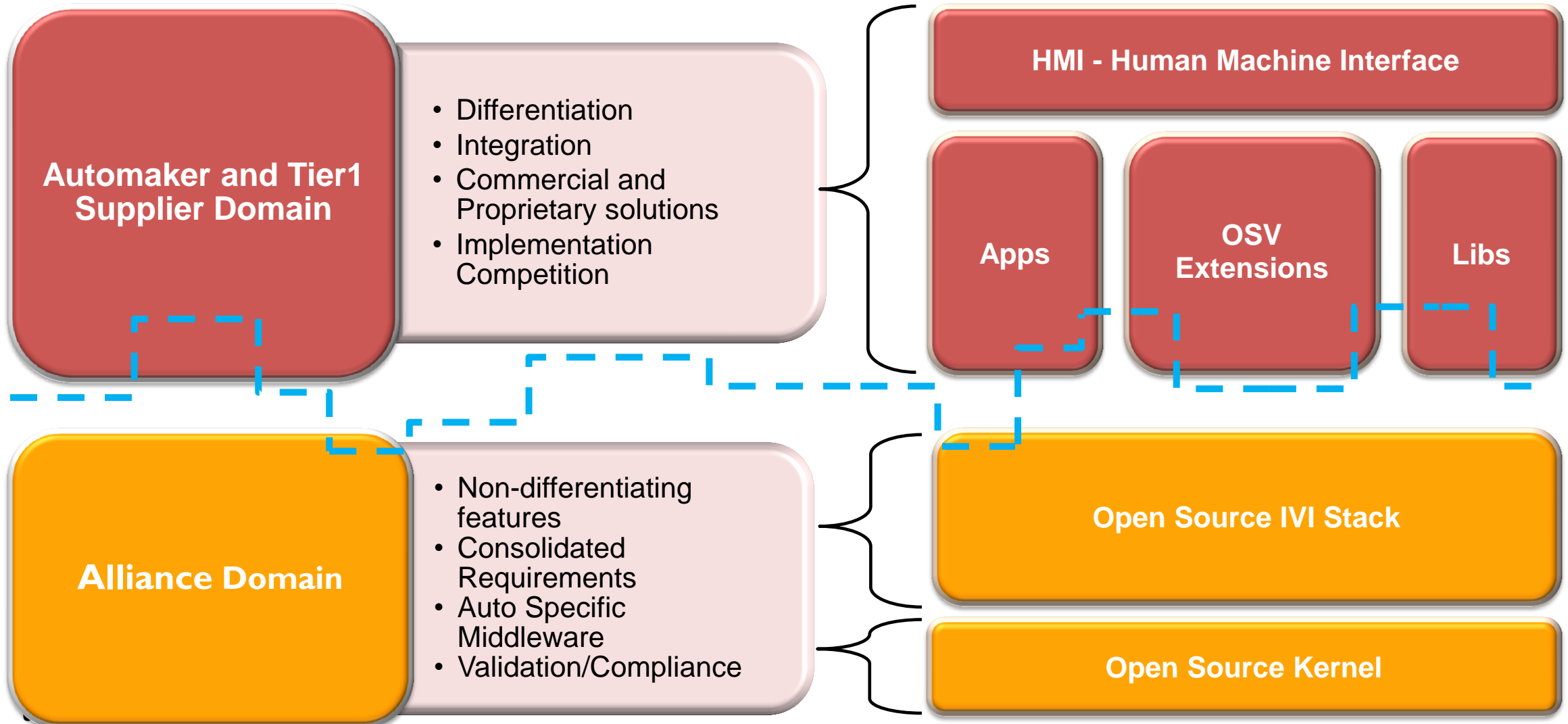
# What we produce ...

## GENIVI Technical Deliverables





# What we don't produce...



# How we produce it ... in the open



- Well-defined, short term technology projects
  - Specific focus, fixed term, clear deliverables
- Work in existing “upstream” code projects
  - Requirements, patches submitted
- Work in GENIVI hosted code projects ([www.github.com/genivi](http://www.github.com/genivi))
  - GENIVI infrastructure where code can be maintained and become “upstream” to others
- Tools Team
  - Explores and proposes best-in-class tooling for GENIVI work
- GENIVI Development Platform (GDP) project & deliverables
- Marketing & Events
  - Brings awareness of GENIVI output
  - Encourages adoption
- Technical discussions on [genivi-projects](mailto:genivi-projects) email list
- Wiki at [at.projects.genivi.org/wiki](http://at.projects.genivi.org/wiki)

# With help from a supporting cast of member volunteers



- Expert Groups (EGs)
  - Aligns requirements, identifies existing solutions or produce scope of work if solution is not available
  - Proposes content for compliance specification
- System Architecture Team (SAT)
  - Maintains consistent architecture
  - Manages Compliance Program
- Program Management Office (PMO)
  - Coordinates EGs, SAT, others
- Security Team
- Baseline Integration Team (BIT)
  - Produces development baselines
- Technical discussions on [genivi-dev](#) (members)
- Wiki at [wiki.genivi.org](http://wiki.genivi.org)

## What you can do about it...

- Email the helpdesk ([help@genivi.org](mailto:help@genivi.org)) to join genivi-dev or genivi-projects email lists (for technical discussions)
- Engage in projects, groups, and teams
- Download and build the GENIVI Development Platform (GDP)
- Familiarize yourself with the internal and external wikis
- Ask questions this week

# Getting the word out...**GENIVI Marketing**



# Three priorities of GENIVI marketing



## Perception

- Messaging
- Communication
- PR/Analyst/Media Relations
- Branding

## Adoption

- Product Management
- Market/Trend Awareness
- Outreach

## Membership

- New Member Recruitment
- Member Retention
- Industry and Member Events

Member Collaboration and Marketing Staff

# GENIVI engages the world



## Ways to contribute...



- Talk about GENIVI in your blogs, webinars and materials
- Pass on the GENIVI newsletters to internal stakeholders
- Offer to write GENIVI newsletter articles
- Represent GENIVI on panels/talks at industry events
- Demonstrate your GENIVI solution at Showcases
- Suggest a GENIVI user/adoption story
- Re-tweet, re-post GENIVI announcements on social media channels
- Make your colleagues, partners and clients aware of the great things GENIVI is doing



**WHERE do I go from here?**

# That depends on what you do

- Key to successful engagement is...Aligning what you do in your “day job” with what you do in GENIVI
  - Requirements engineer ... then offer use cases in a project, expert group or team
  - Developer ... then develop in an open code project
  - Architect ... then help with architecture in a project, expert group or team
  - Product manager ... help GENIVI identify trends
  - Manager ... find ways of aligning your staff to GENIVI's needs
  - Executive ... keep signing those renewal checks 😎

## Here are some hints

- Listen carefully to this week's announcements and status updates (especially, during today's Keynote)
- Meet GENIVI 'veterans' and ask questions (Breaks, receptions)
- Read "top ten" on GENIVI wiki (<https://collab.genivi.org/wiki/display/genivi/New+to+GENIVI>)
- Determine interest in requirements, coding, compliance activities and engage (focus, don't spread too thin)
- Join and read genivi-dev and genivi-projects email lists
- Spend time regularly in the wikis to know what is going on in GENIVI and how you can actively engage
- Look for various GENIVI communications (newsletter, blogs, social media)

## Don't Miss...



- Member Keynote (next session)
- Status Update on Domain Interaction Strategy & Projects
- Status Updates on Technical work & the Future of Development in GENIVI
- Networking Reception (tonight)
- Wednesday & Thursday: Separate parallel programs
- Demonstration Showcase & Networking Reception (5:30 pm Wednesday)

## Questions?

- Membership or finance related – [help@genivi.org](mailto:help@genivi.org)
- General Alliance – [scrumb@genivi.org](mailto:scrumb@genivi.org)
- Tooling/Technical – [ncontino@genivi.org](mailto:ncontino@genivi.org)
- Marketing/PR – [media@mail.genivi.org](mailto:media@mail.genivi.org)
- Marketing Events - [mikenunnery@comcast.net](mailto:mikenunnery@comcast.net)
- All Member Meetings – [karinha@khansonevents.com](mailto:karinha@khansonevents.com)
- All other – [help@genivi.org](mailto:help@genivi.org)

# Thank you!

Visit GENIVI at <http://www.genivi.org> or <http://projects.genivi.org>  
Contact us: [scrumb@genivi.org](mailto:scrumb@genivi.org) (Steve Crumb, Executive Director)

