



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



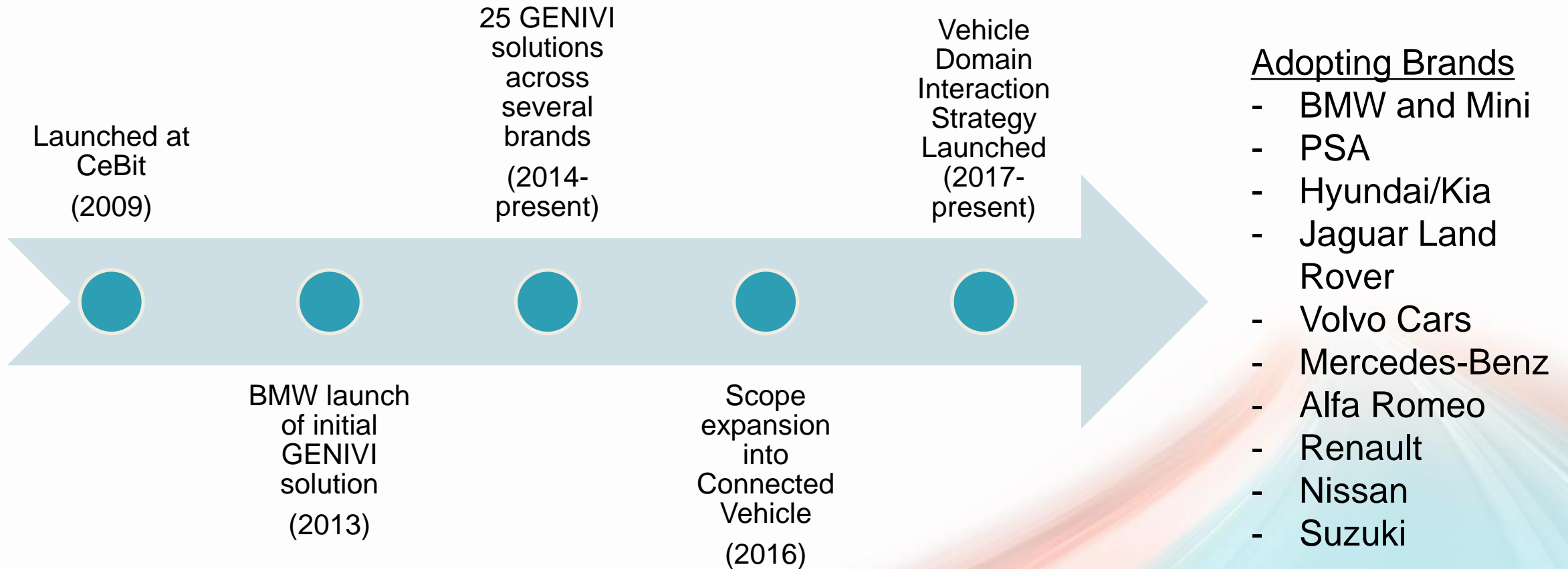
to drive the broad adoption of open source, In-Vehicle Infotainment (IVI) software and provide open technology for the connected car

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?



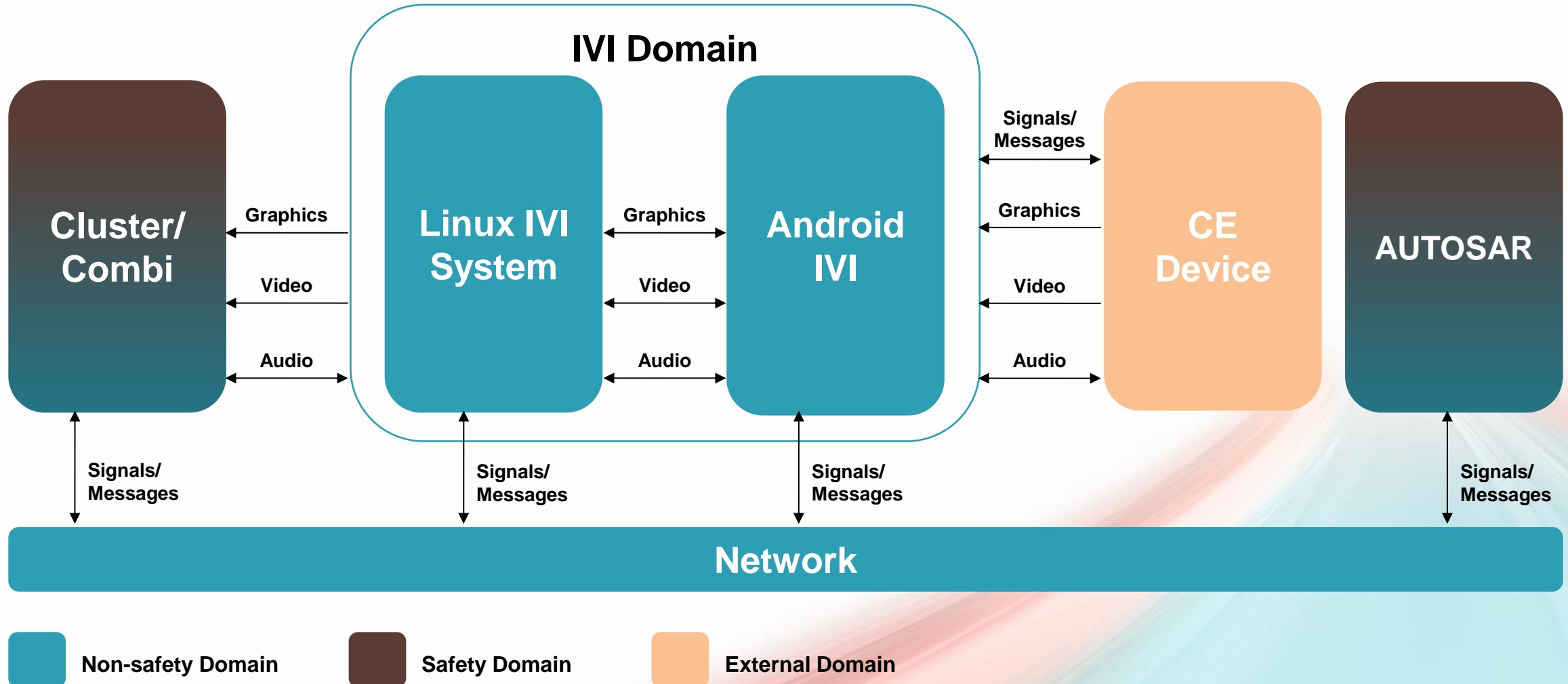
- Automakers and their suppliers must **write, test, validate, deliver, manage and update** an ever growing code base (100M LOC+)
- Automakers and their suppliers must **develop vehicle domain interaction functions** that eliminate current silos of safety, infotainment and mobile devices
- Automakers 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

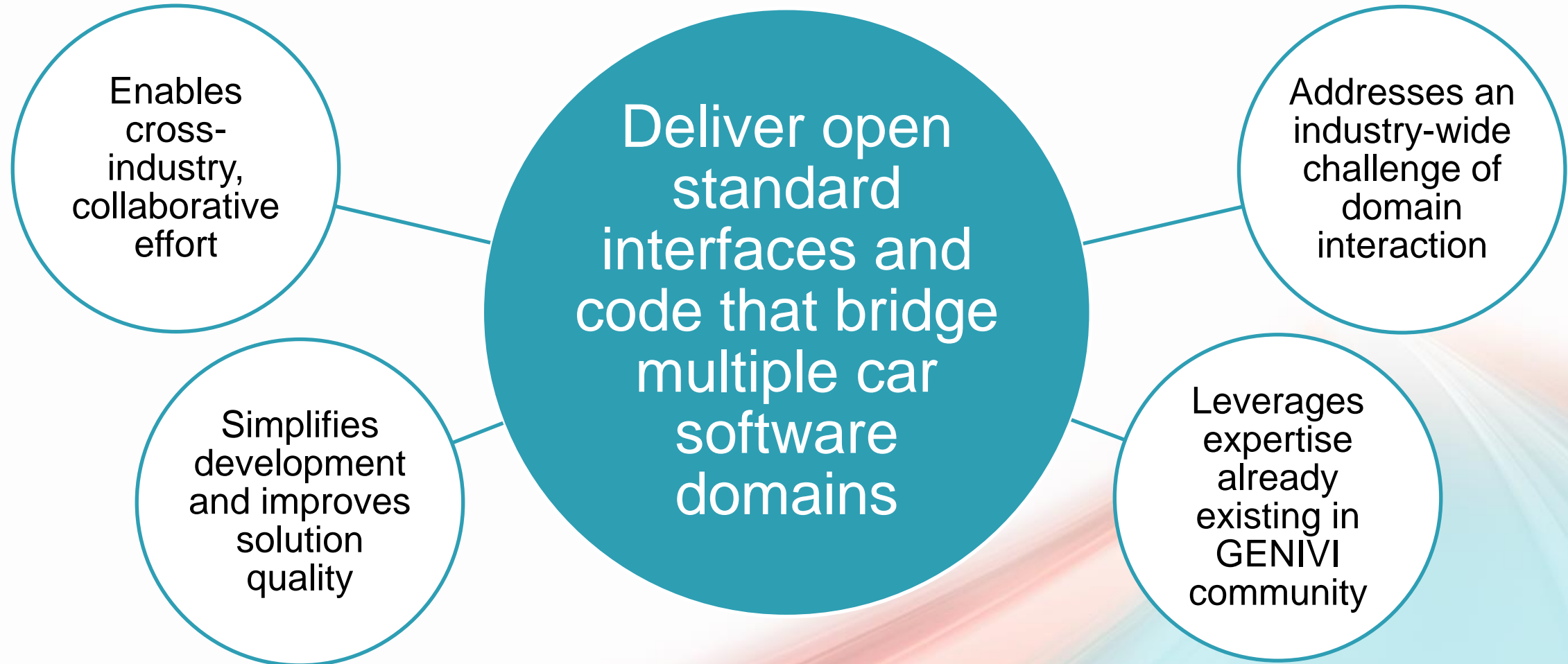


- GENIVI watches for current and future trends and proactively launches collaborative projects to develop open technologies
 - SOC Consolidation
 - Connected Vehicle (remote vehicle interaction)
 - Graphics on multiple target displays
 - Vehicles in the smart home/city contexts
 - Advanced mapping
 -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

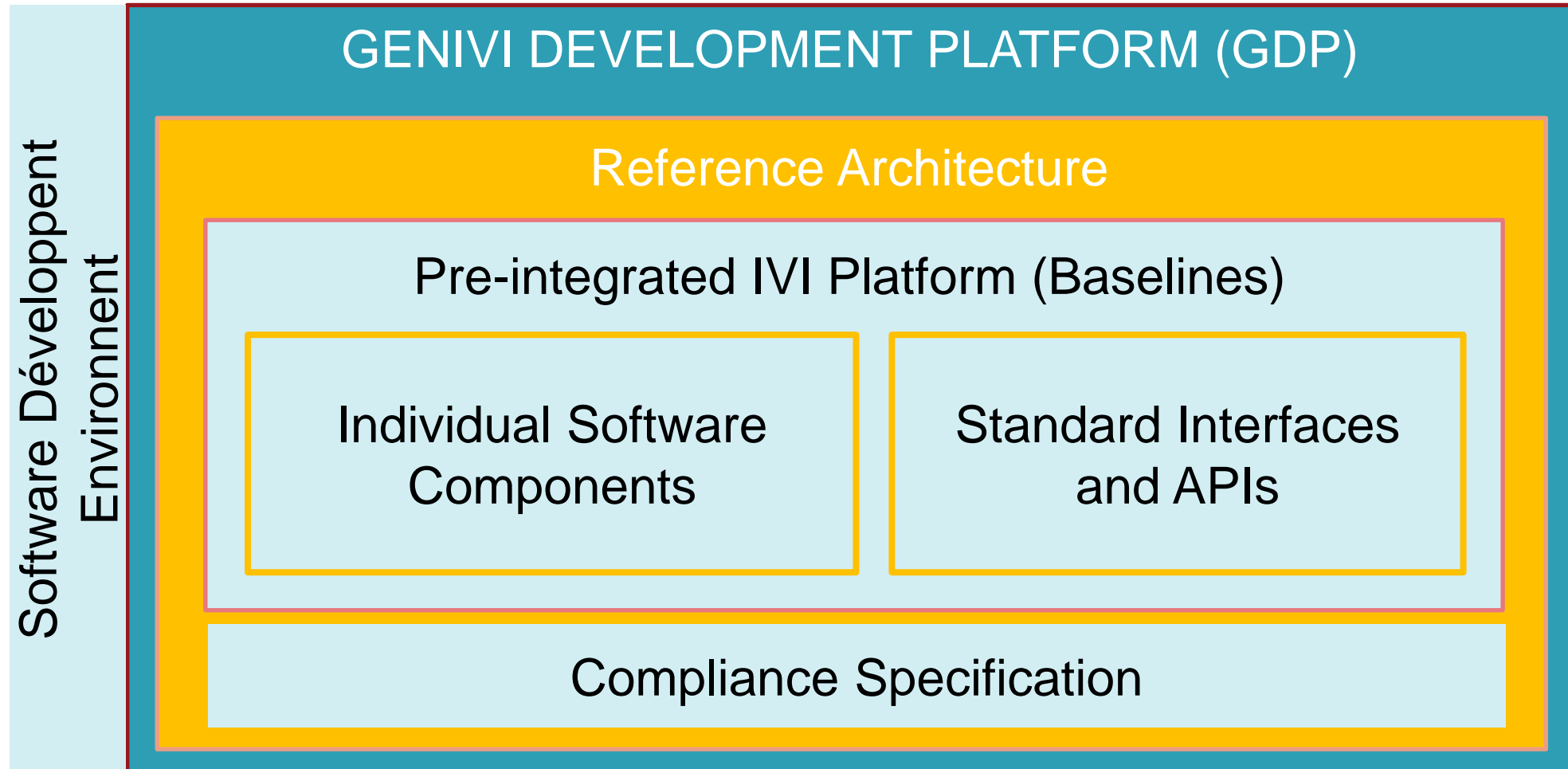
Collaboratively Producing the Necessary Building Blocks



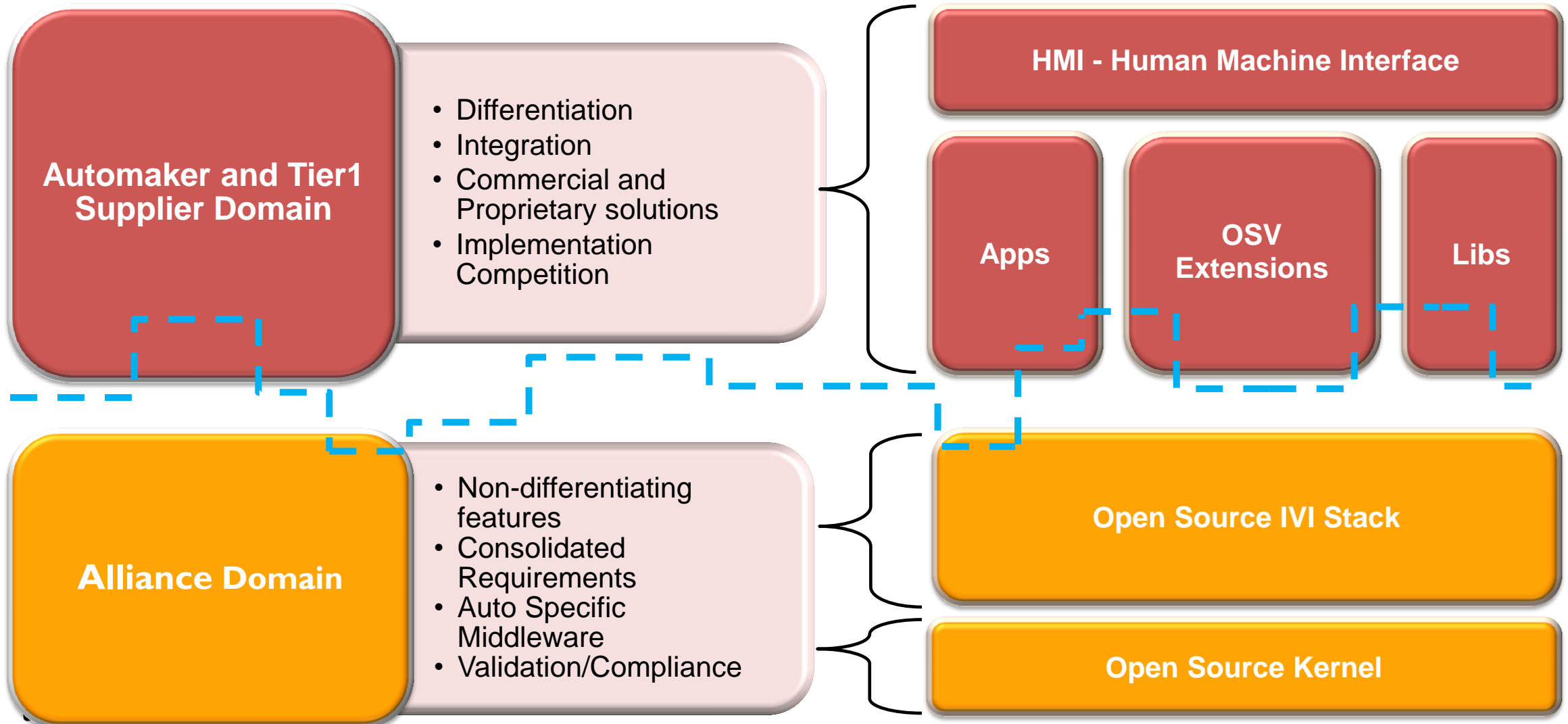
- Flexible architecture for IVI and connected car systems
- Individual software components and standard interfaces
- Integrated development platform (GDP) for experimentation
- Improved tooling for developer efficiently
- Training/mentoring for start-ups
- Pilots that use and improve our technology

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)
 - 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 email list
- Wiki at 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

What you can do about it...

- Email the helpdesk (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
- General Alliance – scrumb@genivi.org
- Tooling/Technical – ncontino@genivi.org
- Marketing/PR – media@mail.genivi.org
- Marketing Events - mikenunnery@comcast.net
- All Member Meetings – karinha@khansonevents.com
- All other – help@genivi.org

Thank you!

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

