Company Offers Cutting-Edge Graphics, Multimedia Integration and High Performance Tool Chains

BEIJING, SAN JOSE, Calif. and TAMPERE, Finland, /PRNewswire-Asia/ -- Symbio, a leading innovator of outsourced product development solutions worldwide, today launched its In-Vehicle Infotainment (IVI) services offering and announced its membership in the GENIVI Alliance, a non-profit automotive and consumer electronics industry association driving the development and adoption of an open IVI reference platform.

According to a recent Automotive Infotainment Systems Market Tracker report by Richard Robinson, principal analyst at iSuppli, the leading market research firm focused on the electronics value chain, as the market recovers from 2010, the desire for connectivity and the explosion in personal entertainment devices will drive the next generation of delivery and broadcast formats in vehicle, creating new opportunities for tier 1/OEM relationships as well as for the silicon and software suppliers that serve this market.

The rapidly changing and expanding field within the automotive industry known as IVI is one of the most challenging fields in the automotive space. It encompasses automotive infotainment products and services including music, news, Internet and multimedia, navigation and location, and telephony. The GENIVI Alliance was formed as a result of the auto industry recognizing that infotainment expectations are set by the major consumer sector players.

Symbio's advanced software developers and product engineers help meet automotive infotainment development challenges with cutting edge graphics and multimedia integration into vehicle hardware systems for superior consumer experiences.

Symbio provides lightweight high performance tool chains to help ensure the quality of the user experience and safety of in-vehicle infotainment systems by enabling User Interface (UI) designers to prototype their UI/HMI (Human Machine Interface) or instrument visual design in an emulator environment. Symbio's tool chains also provide robust graphics acceleration.

Symbio's mobile and consumer electronics expertise in software integration and user interface implementation brings added innovation and capabilities to the GENIVI Alliance as the interaction between automotive and consumer is a key factor in competitive product development.

Symbio's IVI services include:

•Software development

•Software integration

•User interface and user experience implementation

•Software testing and quality assurance

•Technical consultation on the implementation of user interfaces

•Test and measurement systems

•Training on multimedia and graphics technologies and tool chains.

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