



August 25th, 2021

VNC Automotive attending IAA Mobility 2021

- **Software pioneer VNC Automotive to attend IAA Mobility 2021 in Munich, 7-12th September**
- **Cobalt Cube[®] and Cobalt Share to demonstrate company's vision for the future of in-vehicle entertainment**
- **VNC Automotive can be found in Hall B1, Stand A203**

Connectivity pioneer VNC Automotive will share its vision for the future of in-vehicle entertainment at IAA Mobility 2021, taking place this year in the Bavarian capital of Munich from 7th to 12th September.

At IAA 2021, VNC Automotive will demonstrate their latest hardware product, Cobalt Cube[®], enabling the integration of multiple apps and devices with a vehicle's existing displays and controls.

Visitors to VNC Automotive's stand will also learn how solutions such as Cobalt Share can extend Cobalt Cube's broad range of functionality by introducing the ability to share and playback content from the cloud, a local device, or held elsewhere over a remote network.

"As vehicles move towards greater levels of autonomy, content consumption and how we manage our time while travelling becomes more important," said Peter Galek, Product Engineering Director, VNC Automotive. "IAA's focus on the future of mobility provides the perfect backdrop for these conversations as we demonstrate how we're putting users at the centre of a vehicle's infotainment envelope."

Having recently celebrated its third anniversary and launching its first hardware product, Cobalt Cube, VNC Automotive's sector expertise comes as in-car entertainment, and the increasing integration of smartphone and streaming technologies, are delivering a step change in how people interact with their vehicles.

VNC Automotive can be found at the IAA Mobility Summit in Hall B1, Stand A203.

We would also like to invite you to attend our pitch in the Speaker's Corner of the Startup Area on Friday 10th September at 10AM and Saturday 11th September at 2.15PM.

To arrange an interview or product demonstration during the show, please contact marketing@vncautomotive.com

About IAA Mobility 2021

With a focus on the question of 'what will move us next,' IAA Mobility will adopt an entirely new format for 2021. In addition to over 500 exhibitors, press conferences, stage presentations and networking opportunities, Munich city centre will play host to a number of urban productions and unique experiences, giving visitors the chance to test everything from cars and e-bikes to the latest electric scooters.

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NOTES TO EDITORS

About VNC Automotive

VNC Automotive is a pioneer in car connectivity, infotainment and telematics, and its technology is currently in use in over 35 million vehicles, across 20 of the world's largest automotive OEMs, including VW Group, Toyota, Honda, PSA. VNC Automotive develops and supplies software across the automotive ecosystem to equipment suppliers such as Bosch, Panasonic, Clarion, Pioneer and device vendors such as Sony, HTC, LG, and Huawei.

Covering everything from In-Vehicle Infotainment (IVI) connectivity and telematics concepts, through to embedded production-grade deployments, its platform-agnostic software supports all popular vehicle connectivity standards Android Auto, CarPlay, CarLife, MirrorLink and SDL. In addition to its industry leading proprietary solutions.

Its industry accredited software is recognised for its high quality and leading performance, and project delivery has been optimised and packaged to allow turn-key integration, minimising time to market, but allowing the customer to fully customise branding and user experience.

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