



NEWS RELEASE

Reimagining infotainment with Visteon's Phoenix™ platform

2017-06-12

Visteon's Phoenix™ platform signals a technological breakthrough in infotainment - with its HTML5-based app software development kit (SDK) and simulator breaking down the barriers between a vehicle's native apps and apps running on smartphones or other personal devices.

Phoenix™ is designed to unlock innovation by enabling third-party developers to create apps easily, while delivering built-in cybersecurity and over-the-air (OTA) updates. Phoenix™ offers an automotive-oriented JavaScript application program interface (API) for HTML5-based app development. It is the first automotive infotainment system to facilitate app creation through a SDK and software simulation of the target hardware system.

The Phoenix™ infotainment platform is fully scalable and designed to unlock innovation by enabling third-party developers to create apps easily, while delivering built-in cybersecurity and OTA updates.

Phoenix™ consists of a run-time engine, Phoenix™ RT, and application development tool, Phoenix™ Studio, that enable rapid development of in-vehicle entertainment systems that are truly mobile app platforms.

Three features set Phoenix™ apart from conventional infotainment systems:

- Utilizing HTML5 and chromium browser technology, Phoenix™ enables third-party developers and automakers to easily create apps for the infotainment platform using standard technology and tools.
- Designed for cybersecurity from the ground up, Phoenix™ is being developed in a way that will meet the intent of the SAE standard J3061 framework.



- The platform allows secure over-the-air updates, whether at a dealership lot or in the owner's driveway.