



**Hyundai Motor America**

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**HYUNDAI DEBUTS NEXT-GENERATION AUTOMOTIVE TECHNOLOGY AT CES**

**COSTA MESA, Calif., January 4, 2013** – Hyundai returns to the International Consumer Electronics Show (CES) January 8-11, 2013 (North Hall, booth #315) to debut and showcase a number of new vehicle technologies. Along with demonstrations of its Blue Link<sup>®</sup> telematics and infotainment platform, Hyundai will again preview its next-generation concepts and future infotainment systems for the tech-savvy CES crowd.

**Next-Generation Infotainment**

Hyundai will display working versions of future vehicle infotainment systems and voice-recognition technology incorporating features enabled by several technology partners, including:

- **Eyes Free mode:** Hyundai will integrate Siri, the intelligent assistant that helps drivers get things done just by asking, and the much-anticipated Eyes Free mode into its vehicles. Through the vehicle's infotainment system, drivers with a compatible iPhone\* running iOS 6 can direct Siri to perform a number of tasks while they safely keep their eyes on the road and their hands on the wheel. To further minimize distraction, Siri takes hands-free functionality even further with an Eyes Free mode which enables drivers to interact with their iPhone using nothing more than their voice while keeping the device's screen from lighting up.
- **Dragon Drive:** Developed by Nuance, Dragon Drive is an automotive-grade voice services platform for the connected car that enables drivers to speak naturally and conversationally with in-car systems. Drivers can simply dictate messages, search for their favorite music, find real-time weather and even ask directions to their favorite restaurant – in the car or in the cloud. With its extensive experience in the automotive industry, Nuance is working with Hyundai to integrate Dragon Drive into its future vehicle infotainment systems.
- **Mobile High-Definition Link:** MHL technology delivers 1080p60 uncompressed video with up to eight channels of digital audio from a mobile device to a dashboard display, all while charging the device. With MHL technology, Hyundai is able to integrate mobile devices into the car infotainment experience by enabling consumers to display apps and other content from the road. The MHL ecosystem is continuing to grow with an installed base of more than 220 million products and has fast become the de facto standard for smartphones.

- **Next-Generation Hardware:** Hyundai will feature the latest hardware with high resolution, multi-touch displays, Bluetooth<sup>®</sup> 3.0 and Wi-Fi/3G connectivity options with user-centric interface design. Drivers will be able to access connectivity features such as web browsing, mobile hot-spot, and media streaming through the support of DLNA and Mirror Link and Aha by HARMAN. These next-generation systems will also showcase popular entertainment features like Pandora<sup>®</sup>, HD Radio<sup>®</sup> and SIRIUSXM<sup>®</sup>.

\* Siri is available in Beta only on iPhone 4S, iPhone 5, iPad (3rd and 4th generations), iPad mini and iPod touch (5th generation), and requires Internet access. Siri may not be available in all languages or in all areas, and features may vary by area. Cellular data charges may apply.

### **Hyundai Reception at CES**

Last week, Hyundai announced plans to integrate Google Maps APIs, including Send to Car, Point of Interest Search and Local Search by Voice, in to its Blue Link telematics platform. Representatives from both companies will be at the Hyundai Blue Link exhibit on January 10th at 11 A.M. PST for info and photo opportunities. Media and show goers are invited to stop by.

### **Blue Link Telematics**

Following its debut at CES in 2011, Blue Link continues to be the centerpiece of Hyundai's commitment to global leadership in vehicle infotainment and telematics. The upcoming CES show will provide show goers a preview of the next evolution of Blue Link. "We've made great progress on Blue Link since its launch two years ago thanks to valuable feedback from our owners and enthusiasts like the ones attending CES," said Michael Deitz, senior group manager of Connected Car at Hyundai Motor America. "We're excited to be back at CES to demonstrate where we're headed with the Blue Link platform."

### **Future Automotive Technology**

Each year, CES serves as the home for the most innovative and ground-breaking technology demonstrations. Following the theme, Hyundai will feature concepts and live demonstrations of future automotive technologies shown throughout the display and in its HND-6 concept vehicle. Visitors will be able to explore the future of automotive technology and how it affects vehicle interior design and safety.

### **HYUNDAI MOTOR AMERICA**

Hyundai Motor America, headquartered in Costa Mesa, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

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