

## **Gemalto enables Audi's industry-first embedded 4G LTE infotainment system**

**Amsterdam, February 21, 2013** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that its Cinterion® range of automotive-grade [M2M technology](#) is providing 4G connectivity for Audi's industry-first, embedded LTE infotainment system. Enhanced "Audi connect" services available in the Audi A3 vehicles will enrich mobile lifestyles for both drivers and passengers offering high-speed, low latency connectivity, and a suite of advanced features including mobile Wi-Fi hotspot, Internet radio, Web services and an improved navigation system.

With the Gemalto-enabled, LTE-ready Audi connect, users can enjoy simultaneous voice and data services, advanced navigation with street level imagery streamed to the vehicle, multimedia streaming and downloads, plus a mobile Wi-Fi hot spot for up to eight devices. Connectivity is optimized to leverage high-speed LTE/4G networks first and then maximize 3G speeds when 4G isn't available, enabling peak data rates comparable to advanced home and office Internet services. Gemalto's unrivaled *Cinterion automotive M2M* technology was developed to deliver top performance in rugged conditions unique to the high-paced, innovative automotive industry. In the custom solution for Audi, Gemalto transformed consumer-grade LTE technology, enhancing it to fulfill specific industrial and automotive requirements.

*"We've relied on Gemalto's market-leading Cinterion products for its unrivaled expertise and highest quality for more than a decade, helping Audi deliver next-generation services to our discerning drivers and realize the promise of a truly 'connected car,'" said Ricky Hudi, Chief Executive Engineer of Electrics/Electronics, AUDI AG. "Gemalto's scalable automotive M2M solution allows us to seamlessly and quickly migrate from 3G to LTE, delivering a faster, more dynamic product that embodies our leadership through innovation."*

*"Gemalto is at the forefront of both LTE and automotive-grade M2M development, offering the industry's first solution for embedded in-vehicle LTE technology," said Norbert Muhrer, Senior Vice President of Gemalto M2M. "This highly innovative and ultra-rugged, reliable technology allows longstanding partners like Audi to leverage the benefits of being first-to-market. 4G is crucial to delivering high bandwidth, real time services that create a truly transformative mobile infotainment experience for customers."*

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2011 annual revenues of €2 billion and more than 10,000 employees operating out of 74 offices and 14 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications.

Gemalto develops secure embedded software and secure products which we design and personalize. Our platforms and services manage these secure products, the confidential data they contain and the trusted end-user services they enable. Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals.

Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit [www.gemalto.com](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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