



Freescale and G4 Apps team up on production-ready automotive safety and telematics platform

Joint platform based on MPC5121e processor brings dedicated short-range communications with Web connectivity to mainstream vehicles

AUSTIN, Texas – Oct. 16, 2008 – Next week at the Convergence 2008 automotive show, Freescale Semiconductor and G4 Apps are announcing the immediate availability of a jointly developed, production-ready automotive platform for safety and telematics applications. Designed to support a full range of mobile Web connectivity options including cellular and WiFi, the platform features an industry-proven module for dedicated short-range communications (DSRC).

The premier event for the automotive electronics industry, Convergence is held biennially in Detroit, Michigan. Convergence attendees can see a live demonstration of the DSRC platform at Freescale's hospitality suite (Room O2-35/36) at COBO Center, Oct. 20-22.

DSRC is the protocol and radio interface used in the United States Department of Transportation (USDOT) VII program for vehicle safety, using bandwidth set aside by the U.S. Federal Communications Commission (FCC) exclusively for use in real-time vehicle safety and mobility applications. The platform's cellular and WiFi connectivity and software services enable general-purpose mobile Web connectivity and support the mobility applications underway in the USDOT SAFE TRIP 21 initiative, as well as similar safety and mobility initiatives around the world.

Based on Freescale's award-winning MPC5121e multicore microprocessor, the production-ready automotive safety and telematics platform enables a full-featured solution designed for implementation in volume trials under continuous use. The platform provides a comprehensive reference design that automotive OEMs and Tier 1 suppliers can use to develop higher volume products.

"Multiple wireless technologies and exceptional processing power are available today to improve vehicle mobility and safety systems," said Mike Bryars, manager of Freescale's Infotainment, Multimedia and Telematics Operation. "Our goal with this platform is to enable automotive manufacturers and suppliers to immediately undertake large-scale trials in everyday use and fine-tune their applications for ubiquitous roll out. The platform is based on the industry's leading automotive processor for telematics, enabling fast time to volume production of automotive-grade systems."



The MPC5121e device provides an ideal processing platform for a wide range of automotive telematics and safety applications. Based on Power Architecture™ technology, the MPC5121e includes an advanced graphics accelerator required for high-resolution 3D processing, along with sufficient capability to support personal device and Web-based infotainment applications and real-time safety capabilities.

“The reduction of traffic fatalities through passive safety systems, such as passenger restraints and air bags, seems to have reached its limits,” said Bob Burrows, CEO of G4 Apps. “To help reduce fatalities even more, the automotive industry is moving to minimize accidents through the use of vehicle-to-vehicle and vehicle-to-infrastructure communications and real-time collision warnings. These same technologies enable us to streamline drive time, improve fuel economy and reduce emissions. With DSRC-based safety applications already running and a host of proven mobility and navigation products now available, our jointly developed platform is designed to provide a visible, reliable and cost-effective solution for the auto industry.”

About G4 Apps

G4 Apps is a software product and contract development company specializing in mobile broadband-based automotive safety and fuel economy. G4's ViiwrX includes a number of real time safety solutions, as well as a complete workbench for applications development, test and trials. www.g4apps.com

About Freescale Semiconductor

Freescale Semiconductor is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial, networking and wireless markets. The privately held company is based in Austin, Texas, and has design, research and development, manufacturing or sales operations in more than 30 countries. Freescale is one of the world's largest semiconductor companies with 2007 sales of \$5.7 billion (USD). www.freescale.com

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