



Press release  
12 June 2014

## **And: action! New MINI Connected ready App enables GoPro cameras to be controlled using the MINI operating system.**

Riding fun straight out of the movies: MINI Connected customers can now use the MINI Joystick or MINI Controller to shoot videos and take photographs with a camera mounted on or inside the car - a globally unique offer in the area of in-car infotainment available free of charge from the Apple App Store as of June 2014.

**Munich.** The MINI has never exactly been camera-shy. Now the current models of the British premium can be featured on film in an even more exciting way - thanks to MINI Connected. A new MINI Connected ready App enables GoPro cameras to be controlled in typical MINI style using the operating system of the model in question. This makes it possible to start shooting videos or take photographs with a GoPro camera mounted on or inside the car while travelling - intuitively, conveniently and safely. Owners of an Apple iPhone can download the new MINI Connected ready App free of charge from the Apple App store as of June 2014.

The latest MINI Connected service opens new perspectives for typical MINI driving fun, providing the ideal way to capture the agile performance qualities of the British models on film. GoPro cameras are specially designed for taking photographs and shooting videos during spectacular sports and leisure activities and are used by racing enthusiasts to document their driving skills in closed-off areas, for example. In future, MINI drivers will be able to concentrate even more closely on the ideal line while having fun on the race track. Thanks to the new MINI Connected read App, the camera functions can be operated via the high-resolution colour display of the on-board computer and the MINI Joystick or MINI Controller in the centre console, requiring minimum distraction from the track.

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This makes MINI the first automobile in the world whose operating system can be used to control GoPro cameras. The car has to be fitted with the Radio MINI Visual Boost, the MINI navigation system or the Professional navigation system, and it must also have the MINI Connected option. The integration of the app in the vehicle operating system is taken care of via the customer's Apple iPhone, while the signal exchange with the GoPro camera is ensured by means of a WLAN connection. This enables the camera to be controlled wirelessly - regardless of whether it is mounted inside or outside the car - for example on a bumper, on the roof or on an exterior mirror - so as to be able to take photos and films high-speed road action.

The driver can use a menu on the on-board computer not only to start and stop the camera but also to set the shooting mode. There is a choice of video and single-image shots as well as photo series with short or long frequency. Special modes are also available to optimise image quality in various driving situations such as night time or cornering. In addition, the camera can be switched on and off using the MINI operating system, and the charge state of the camera battery can be displayed on the screen along with the strength of the WLAN signal and the remaining recording capacity. When the car is standing still, a preview image is displayed which shows the camera perspective.

This new MINI Connected ready App once again demonstrates the boundless future capabilities of the globally unique MINI infotainment system. With apps developed by third-party providers and designed especially for use in the MINI, the range of functions that make driving safer, more comfortable and more eventful is being expanded on an ongoing basis. It now includes a wide spectrum of services such as Glympse, AUPEO!, Stitcher, Deezer, Audible, Napster/Rhapsody, TuneIn and the Amazon Cloud Player. Then there are the services included in the MINI Connected App such as a web radio function and RSS news feeds, the use of



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Facebook, Twitter and foursquare, online search and functions exclusive to MINI such as Driving Excitement, Mission Control, Dynamic Music and MINIMALISM, as well as the new MINI Connected XL Journey Mate for interactive travel planning and support including Real Time Traffic Radar.

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#### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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