



**Media Information**

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## **Special connection: BMW i3 and Samsung Galaxy Gear.**

The BMW i3 – with its integrated SIM card – is the world's first fully connected electrically powered car; in no other model will you find such a high level of interaction between the driver, vehicle and outside world. The presentation of the BMW i3 brought with it the debut appearance of the BMW i Remote App, which allows drivers to share information with the vehicle at any time via their smartphone. They can check whether the windows are shut, for example, or lock the car remotely. This is demonstrated via the Samsung Galaxy Gear with BMW i Remote App functions.

The arrival of smartphones has changed our everyday lives for the long term, with internet and digital services now something we take for granted. Smartwatches like the Samsung Galaxy Gear can further boost this trend and fundamentally change the way we use mobile devices all over again. The Samsung Galaxy Gear is worn on the wrist like a watch and cleverly complements the linked smartphone. Users can view important information on the smartwatch without having to take their smartphone out of their pocket, unlock a screen or enter a code.

The BMW i Remote App research application developed by BMW greets the Samsung Galaxy Gear user's first glance with not just the time, but also the BMW i3's range on electric power, battery charge available and any inputted departure times. Using the Samsung Galaxy Gear's touch display to click on the figures sent by the application opens a sub-menu containing more detailed information, which is presented in the hallmark classy colours and style of BMW i. Another sub-menu informs the user of the vehicle's current status, such as if any of the doors, windows or the sunroof are open – data which is also offered by the BMW i Remote App. The research application additionally enables users to send navigation destinations to their vehicle and to regulate the climate on board – with the option of using voice commands via S Voice, Samsung's speech recognition system. All of which provides a fine complement to the smartwatch's ability to deliver information quickly, directly and in real time.

The Samsung Galaxy Gear with BMW i Remote App functions research prototype represents an excellent smartphone add-on for linking customers seamlessly with their BMW mobility ecosystem. At the same time, the application is proof of how quickly BMW ConnectedDrive can and will react to the rapid pace of innovation in the entertainment and infotainment sectors through the introduction of clever solutions.

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For media enquiries, please contact:

**BMW Group Asia**

Corporate Affairs Department  
Sethipong Anutarasoti  
Tel: +65 6838 9630  
Email: [Sethipong.anutarasoti@bmwasia.com](mailto:Sethipong.anutarasoti@bmwasia.com)

Daniel Chan  
Tel: +65 6838 9639  
Email: [daniel.chan@bmwasia.com](mailto:daniel.chan@bmwasia.com)  
Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. 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 around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31<sup>st</sup> December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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