



Press release  
3 September 2014

## **Consumer Electronics Fair (IFA) in Berlin 2014. New smartphone apps join the range; first vehicle application for the Samsung Gear S.**

**München.** BMW was one of the first carmakers in the world to recognise the importance of vehicle connectivity, and to offer an attractive range of “connected car” options for all BMW customers. The industry’s leading solution for the in-car integration of smartphone apps has now been extended with the new BMW-approved n-tv (news) app for the Apple iPhone. And at the International Consumer Electronics Fair (IFA) held in Berlin from 5-10 September 2014, BMW will also be the world’s first vehicle manufacturer to exhibit a smartwatch solution for controlling vehicle functions. This version of the BMW i Remote app allows vehicle functions to be displayed and controlled using the Samsung Gear S smart watch.

The BMW i Remote app for the Samsung Gear S and the integrated app for in-car control of smart home functions demonstrate once again the ability of clever solutions from BMW ConnectedDrive to keep pace with fast-moving innovations in the “connected car” sector.

### **Equipped for the future with in-house-developed A4A interface.**

BMW’s innovative A4A interface speeds the process of integrating new third-party apps into the vehicle. With this technology, BMW ConnectedDrive is able not simply to mirror smartphone content in the dashboard, but to provide deep integration of these apps and their functionality into the vehicle’s native control and display concept. These BMW-approved apps come with the same standards of safe and convenient operation as any other vehicle function operated via the iDrive controller and displayed in the Control Display. This ensures that when using BMW-approved apps in their vehicle, customers continue to enjoy the customary high standards of convenient, user-friendly operation and maximum safety to which they are accustomed. The A4A interface makes it possible to equip current – and future – vehicles with the latest apps at any time, ensuring that all BMW vehicles offer maximum flexibility and compatibility with technology of the future. The only proviso is that the vehicle must be equipped with ConnectedDrive Services.

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### **Research app: smart home functions controlled from a BMW i3.**

Also building on A4A-based smartphone app integration is a research app being presented at the Telekom booth at IFA. This app allows smart home functions to be controlled from a BMW i3 using the existing Qivicon Apple iPhone app. When the smartphone and app are hooked up to the vehicle, it is possible amongst other things to activate home electronic appliances and control room temperatures from the car using the iDrive controller, or to check in the Control Display whether a window or door is open.

### **World debut: vehicle functions integrated in the Samsung Gear S.**

With their built-in SIM cards, the BMW i3 and BMW i8 offer a very high level of connectivity between vehicle, driver and environment. The vehicle and driver communicate via the BMW i Remote functions, which were first presented at the unveiling of the BMW i3, and are based on the BMW i Remote app. At the 2014 Consumer Electronics Show (CES) in Las Vegas, BMW already presented a research prototype version of the Samsung Galaxy Gear smart watch with BMW i Remote functions. Now, at IFA in Berlin, BMW is showcasing the customer-ready version of the smart watch with integrated BMW i Remote services. Based on the new version of the BMW i Remote app for Android in the Google Play Store, a BMW i Remote app for the Samsung Gear S smart watch, this solution will soon be available for end customers. It will be the first smart watch in the world capable of showing real-time vehicle data.

To date, it has been possible to share information between the driver and a BMW i model in a variety of ways – via the in-car Control Display, via the “My BMW ConnectedDrive” portal, via smartphone app or by phoning the call centre. The Samsung Gear S now provides a further way of accessing this vehicle information. In future, smart watches could take the trend of viewing digital services as a normal part of our everyday lives to new levels and once again transform the way we use mobile devices. The Samsung Gear S is worn on the wrist like a watch and cleverly complements the linked smartphone. Users can view important information on the smart watch without having to take their smartphone out of their pocket, unlock a screen or enter a code.



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### **Clear design, easy operation, fast access.**

The BMW i Remote app for the Gear S was developed to allow direct, real-time access to the most important information. When the smart watch's home display is pressed, the app shows such information at a glance. For the BMW i3 this includes the time of day, electric driving range, battery charge level and, when on charge, the predicted remaining charging time. Using the Gear S's touch display to click on the figures sent by the BMW i Remote app opens a more detailed submenu, which is presented in the hallmark classy colours and style of BMW i. A further submenu informs the user about the vehicle's current vehicle status – for example whether any of the doors, windows or the boot are open. It is also possible to use the Samsung Gear S to remotely activate the heating and air-conditioning prior to a journey. This is an important way of extending an electric vehicle's range, since it is possible to preheat the vehicle while it is still on charge, and therefore without affecting the battery's charge level.

### **Intermodal routing using the smart watch.**

It is also possible to use the smart watch to access the vehicle's navigation system. For example, contact addresses can be saved and entered directly as navigation addresses in the vehicle. The smart watch also supports the clever BMW i intermodal routing feature. If required, for example in the event of heavy traffic, it is thus possible to include public transport – e.g. bus or rail – options when planning the most efficient route. The Samsung Gear S also allows users to call up directions from their current position back to where the car is parked.

### **The n-tv app: news and the perfect newreader on board.**

The news channel n-tv is one of the most important information media on the German market. It offers news from politics, business and sports, along with Panorama and Technology sections, a football ticker, Formula One ticker and weather news. Current stockmarket news is a further well-known highlight of n-tv's reporting. As a special service the n-tv smartphone app, which is available free of charge from the Apple iTunes Store, also offers audio files read by a professional newsreader, which contain a brief round-up of the most important news stories.

# BMW

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Like all other smartphone apps available for use in a BMW, the n-tv app is a BMW-approved app provided under the BMW partner scheme for smartphone app integration. The app can be used as soon as the driver's smartphone is hooked up to the vehicle using the snap-in adapter or a USB cable. The user selects the app in the BMW ConnectedDrive menu and it is then shown in the Control Display and can be operated using the iDrive Controller. A big attraction of integrating the app in the BMW is that the news-in-brief files can be played through the vehicle's audio system.

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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 29 production and assembly facilities in 14 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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