

Media information

11.10.2022

BMW Group partners with AirConsole to bring casual gaming into vehicles in 2023.

+++ Collection of single- and multiplayer games to make every waiting situation in the vehicle an entertaining experience +++

Munich/Zurich. Today, AirConsole and the BMW Group announced a partnership which will bring casual gaming into new BMW vehicles, starting next year. AirConsole is a gaming platform which perfectly fits with the BMW Curved Display and offers a large and diverse catalogue of games. The games are run directly inside the vehicle entertainment system. The AirConsole technology enables games to be instantly delivered over-the-air and to control them using smartphones.

"With AirConsole we will leverage innovative technologies combined with a broad variety of fun and multiplayer games. This will make every waiting situation inside the vehicle, such as charging, an enjoyable moment," said Stephan Durach – Senior Vice President BMW Group Connected Company Development.

Anthony Cliquot, CEO of [N-Dream, the company behind the AirConsole brand](#):

"We are extremely proud to spearhead gaming inside vehicles with BMW and are excited to create new games for in-car entertainment. Our ingenious architecture coupled with the ease of access of our platform will change the way people get entertained in their vehicles."

Smartphone + Screen = Console.

Setting up the gaming experience with AirConsole is seamless. Players only need a smartphone, which serves as the game controller, and the BMW Curved Display. The connection between the smartphone and the vehicle is

established, for example, by scanning a QR code in the vehicle. The players can then instantly enjoy entertaining gameplay.-

The BMW Group chose AirConsole as a partner via the BMW Startup Garage program.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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