



Media information  
January 5, 2022

### **BMW Theatre Screen brings cinematic experience into the vehicle.**

**+++ BMW previews in-car entertainment of the future at CES 2022 +++ Theatre mode turns vehicle fund into cinema lounge +++ BMW Theatre Screen with Amazon Fire TV built in +++ 31-inch ultra-wide display with resolution up to 8k +++**

- With the BMW Theatre Screen, BMW is setting new standards in the area of in-car entertainment and is offering rear passengers an entertainment experience on a par with a cinema.
- My Mode Theatre orchestrates the different vehicle functions like lowering the theatre screen, lighting and sunblinds to get the passengers in the perfect mood for the one-of-a-kind immersive entertainment experience awaiting them.
- The BMW Theatre Screen is a 31-inch panorama display in 32:9 format with smart TV functions and a resolution of up to 8k.
- The BMW Group is partnering with Amazon to offer a wide range of entertainment content in the vehicle via Fire TV. A market-specific streaming offering is also in the works for customers in the Chinese market.
- Visitors to CES 2022 will have a unique opportunity to experience a preview of the in-car entertainment of the future up close before it hits the market.

**Las Vegas.** The My Modes make individual mobility in a BMW a particularly intense experience. They create an integrated user experience in the interior that reflects and influences the mood of the driver and their passengers in a specific situational context. More than ever, an atmosphere is established with unique moments full of emotion. At the Consumer Electronics Show (CES) in 2022, the BMW Group previews another, particularly exclusive version of My Modes in combination with a new and worldwide unique in-car entertainment system for future BMW models. My Mode Theatre transforms the rear of the interior into a private cinema lounge with surround sound and 5G connectivity thanks to the BMW Theatre Screen, a panorama display in 32:9 format. In this setting, every journey becomes a breathtaking cinema experience for the rear passengers with a personalised programme of entertainment on a 31-inch ultra-wide display with a resolution of up to 8k.

**Frank Weber, Member of the Board of Management of BMW AG, Development:** "We develop immersive, digital experiences for sheer driving pleasure. In Theatre Mode, the rear of the interior is transformed into a private cinema lounge. With the 31-inch display, 5G connectivity, 8k resolution, surround sound and individual streaming program, an unprecedented experience is created that sets new standards in in-car entertainment."



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The large screen with smart TV function is extended out of the headliner on request by a sophisticated rotary movement on two articulated rails at the sides. The BMW Theatre Screen can be controlled by touch operation or using touch pads integrated in the rear doors. To be able to give passengers in the rear of future luxury class models a comprehensive entertainment programme, the BMW Group is working with Amazon to offer a diverse range of in-vehicle entertainment through Fire TV, giving customers access to much of the same content already enjoyed at home, including movies and TV episodes, music, and podcasts, all while on the road. There will be a market-specific offering for customers in China.

### **Raise the curtain: Atmospheric setting with sound from the cooperation with Hans Zimmer.**

The new in-car entertainment experience in future luxury class models from BMW begins with the activation of My Mode Theatre. When the BMW Theatre Screen moves out of the headliner, this is accompanied by a sound experience created exclusively for this purpose in cooperation between the BMW Group and the renowned film score composer and Academy Award winner, Hans Zimmer, which ends at the precise moment when the screen reaches its final position. A graphic animation also appears on the display, specially designed by BMW User Interface Design for the My Mode Theatre. At the same time, the roller sunblinds for the side windows and the rear window are closed and the ambient lighting in the rear of the vehicle is dimmed.

### **Great cinema: 32:9 panorama display with a resolution of up to 8k.**

The BMW Theatre Screen is an ultra-wide panorama display with a screen diagonal of 31 inches that reaches horizontally over almost the entire interior and in height from the headliner to the backrests of the front seats. With a zoom function, the content of the entertainment programme can be played in width-to-height of 16:9, 21:9 or even in 32:9 format (the content will be trimmed on zooming in). The exceptionally high display resolution of about 8000 × 2000 pixels per screen column ensures a crystal clear and detailed visual experience when enjoying cinema films in ultra HD quality. The integrated Bowers & Wilkins Diamond Surround Sound System delivers an extremely high-end and multifaceted sound experience.

The inclination of the display can be adjusted by touch operation using the control menu of the in-car entertainment system. This ensures an ideal cinema experience with maximum comfort in every seat position. The corresponding touch fields that are also used to select the screen format and volume are arranged both on the right and left edges of the display in order that they can be used easily by all rear passengers. Alternatively the passengers



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can control the entertainment system using the control panels integrated in the door handles.

**Full programme: Unlimited range of entertainment thanks to 5G connectivity and seamless partner integration.**

The in-car entertainment system of the future makes it possible to also enjoy the benefits of an extremely modern smart TV while being driven. An online connection with fast and reliable data transmission is the basis for streaming content. The BMW Group is a pioneer in the implementation of the 5G mobile radio standard in vehicles. The technology flagship BMW iX is the worldwide first premium vehicle to use this standard for data transmission. It will also be used in other models like the BMW i4 in the future. With an extremely high data bandwidth and low latency, it provides ideal conditions for an unrestricted streaming experience with the luxurious in-car entertainment system of the future (the streaming speed is dependent on the network coverage available locally).

The BMW Group is partnering with Amazon to offer a wide range of entertainment content in the vehicle via Fire TV. A market-specific streaming offering is also in the works for customers in China.



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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