



Media Information
12 June 2014

LIGHTS, CAMERA, ACTION! NEW MINI CONNECTED APP ALLOWS GOPRO CAMERAS TO BE CONTROLLED FROM YOUR DASHBOARD

MINI Connected customers can now shoot videos & take photos via free-to-download App

- World first for a car brand: Control GoPro cameras via MINI operating system
- Cameras can be controlled through free-to-download App
- Available in Apple App Store from June

The MINI has never exactly been camera-shy, but now the brand's latest models can get themselves on camera easier than ever before.

A new MINI Connected ready App enables GoPro cameras to be controlled via the dashboard – meaning shooting a movie is now as easy as changing a song or altering the air conditioning. MINI is the first car brand whose operating system can be used to control GoPro cameras.

This makes it possible to start shooting video with a camera mounted on or inside the car while travelling. The functionality is intuitive, convenient and, most important of all, safe. Apple iPhone owners can download the new MINI Connected App free of charge from the Apple App Store from June 2014.

GoPro cameras are specially designed for taking photographs and shooting videos during adventure sports and leisure activities, and are even used by

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racing enthusiasts to document their driving skills. With the new App, MINI drivers will be able to concentrate on finding the ideal line while having fun on the race track.

Thanks to the new GoPro MINI Connected ready App, camera functions can be operated via the high-resolution colour display on the central area of the dashboard and the MINI Joystick or MINI Touch Controller in the centre console, requiring minimum distraction.

The car must be fitted with the MINI Visual Boost Radio and MINI Connected or the MINI Connected XL package. The integration of the App inside the vehicle's operating system is handled through the customer's Apple iPhone, while a WLAN connection is maintained between the GoPro camera and iPhone.

There is a choice of video and single-image shots as well as a photo series mode with short or long interval options. Special modes are also available to optimise image quality in various driving situations such as night time or cornering. The camera can also be switched on and off using the MINI's centre console, and the charge state of the camera battery and remaining recording capacity can also be displayed on screen. When the car is not moving, a preview image can be displayed which shows the camera's perspective.

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This new MINI Connected ready App once again demonstrates the limitless capabilities of the unique MINI infotainment system. With Apps developed by third-party providers and designed especially for use in the MINI, the range of Apps available is continually expanding.

Apps available now include a wide spectrum of services such as Glympse, AUPEO!, Stitcher, Deezer, Audible, Napster, TuneIn and the Amazon Cloud Player. Then there are the services built into the MINI Connected system such as a web radio and RSS news feeds as well as social media including Facebook, Twitter and foursquare. Online search and functions exclusive to MINI such as Driving Excitement, Mission Control, Dynamic Music and MINIMALISM are also available, as well as the new MINI Connected XL Journey Mate for interactive travel planning and support for Real Time Traffic Radar.

Ends

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

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the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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