

BMW ConnectedDrive. Mobile application preparation.



**BMW
ConnectedDrive**

Mobile application
preparation



Option 6NR – Mobile application preparation. New in-car experience.

Connected Living Environment

The whole world of mobile Entertainment & Information in a BMW and beyond. Always. Everywhere.



Option 6NR – Mobile application preparation. Summary of features.

- The new option further enables iPhone integration into the vehicle (iPhone 3GS/iPhone 4 only).
- The iPhone is connected to the vehicle via a new snap-in adaptor. Please refer to EPC (Electronic Parts Catalogue) for availability.
- Features of the option are enabled via a new iPhone application '[BMW Connected](#)'. The application will be free to download.
- Supported features are as follows:
 - Access to social networks Facebook and Twitter in the vehicle.
 - Stream web radio stations into the vehicle.
 - Operation of music playback with the Apple iPhone user interface on the vehicle Control Display.
- Data is downloaded/uploaded via the iPhone connection and information is transferred to/from the vehicle via the snap-in adaptor.
- The iPhone must have a broadband connection (3G). Any costs incurred through the connection are part of the users contract with the network operator.
- Portfolio of features is expected to increase during 2011. Additional features to be announced in future Product News bulletins.

Option 6NR – Mobile application preparation. Product offer.

The new option starts production March 2011.

- Initially available on E82/E88 LCI models and priced at £130.00 inc VAT.
- Availability for other models to be confirmed via Product News bulletins.
- The following optional equipment is also required to enable the ordering of option 6NR:
 - Navigation system – BMW Professional Multimedia (option 609).
 - Bluetooth telephone preparation with telematics (option 633).
 - USB audio interface (option 6FL).
 - Telephone USB audio interface (option 6NF).
- Note: the iPhone and the snap-in adaptor are not part of option 6NR.

Option 6NR – Mobile application preparation. BMW Connected – Community.

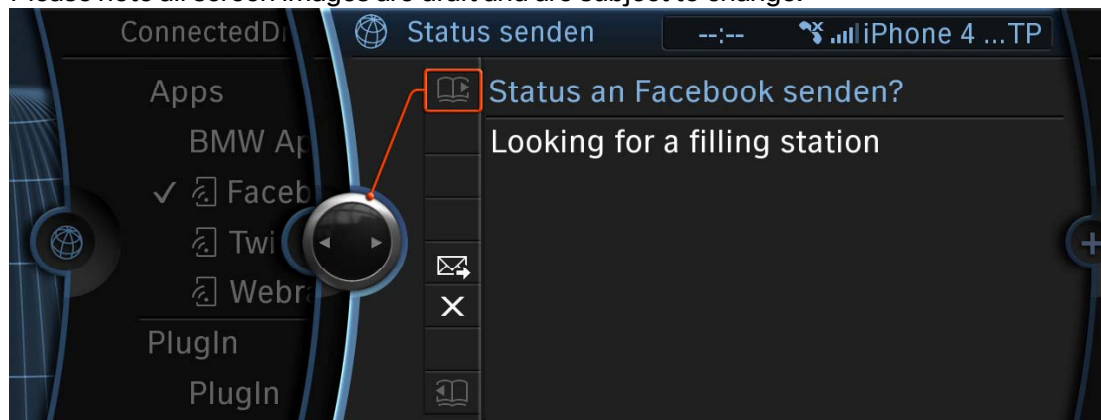
Access Facebook and Twitter social networks while in the vehicle.
Stay in contact and get the latest network news from the community.

Highlights:

- Facebook & Twitter function in the vehicle.
- Read news and current status from the community.
- Post messages in the vehicle.
- Predefined list of messages to select from for posting.



Please note all screen images are draft and are subject to change.



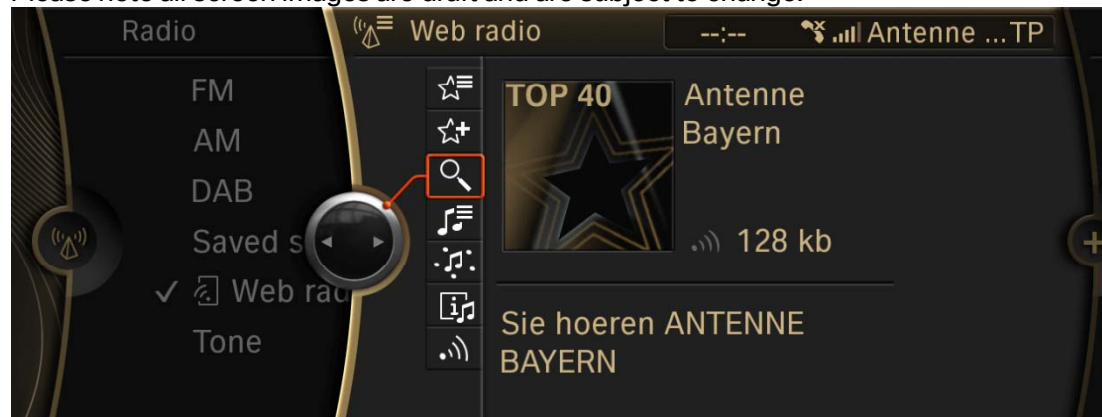
Option 6NR – Mobile application preparation. BMW Connected – Web radio.

Listen to web radio stations in the vehicle.

Highlights:

- Vast number of different internet radio stations available from all over the world.
- Different search options to find the right station.
- Additional information from the radio station (e.g. actual song, artist, genre etc.).
- Use this feature everywhere from the iPhone, not only in the vehicle.

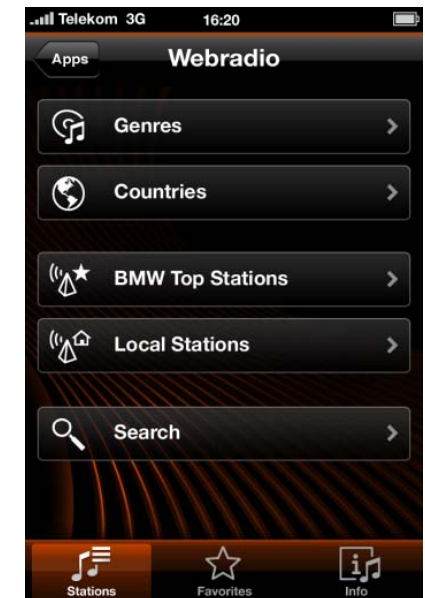
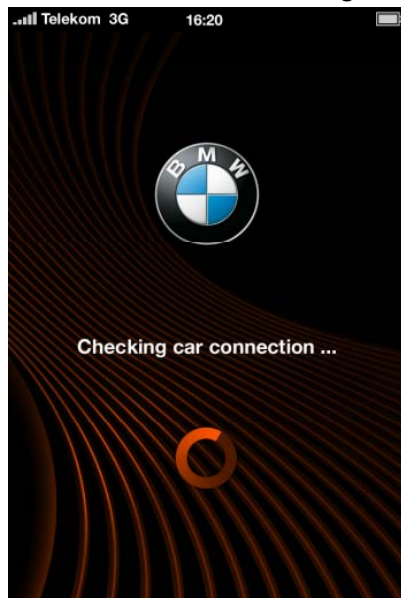
Please note all screen images are draft and are subject to change.



Option 6NR – Mobile application preparation. BMW Connected – iPhone application.

- The BMW Connected application is free to download.
- Some application features can also be used independently of the vehicle (eg. web radio).
- The iPhone must have a broadband connection (3G). All costs incurred through the connection are part of the users contract with the network operator.
- Note: functionality could be impaired by mobile network conditions or by any data download limitations in the users contract.

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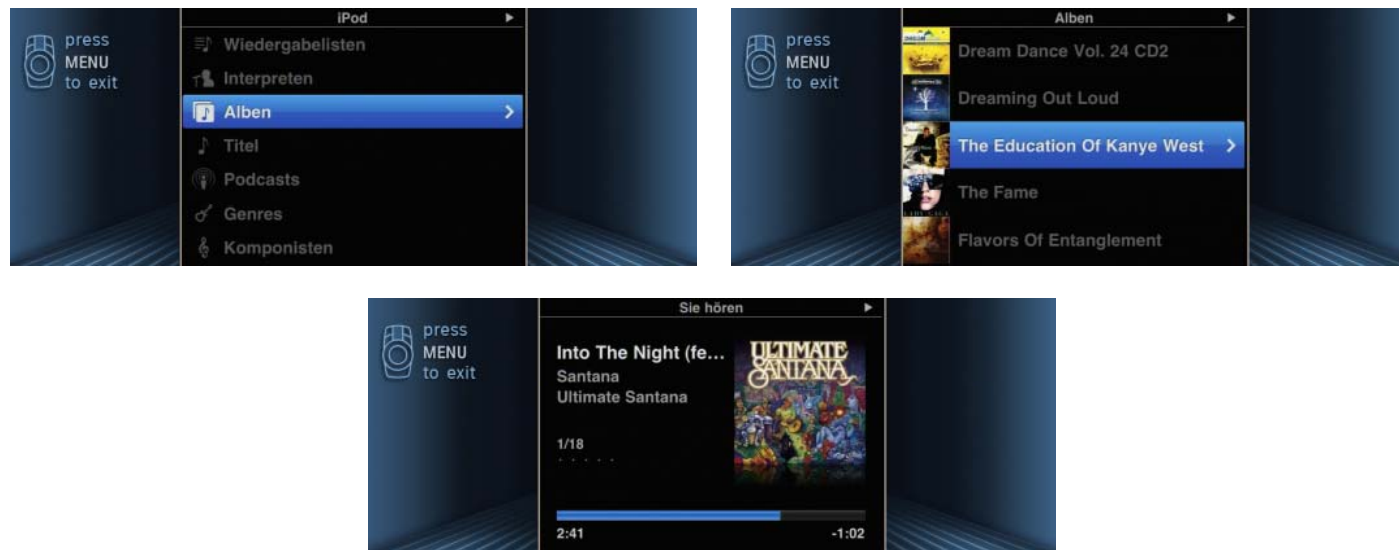
Option 6NR – Mobile application preparation. Audio playback.

Audio playback of music stored on the iPhone.

Highlight:

- Control of music playback using the Apple iPhone user interface on the vehicle Control Display.

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Option 6NR – Mobile application preparation. iDrive menu structure.

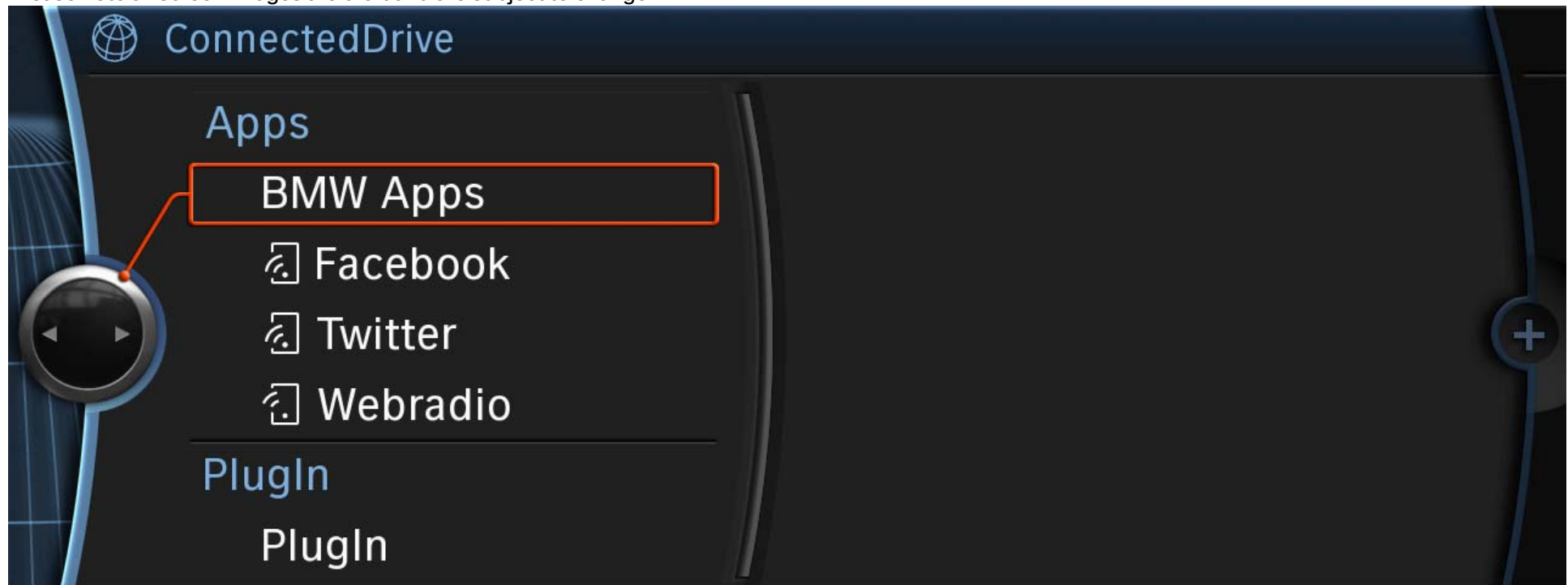
- From March 2010, the BMW Services menu will be renamed ‘ConnectedDrive’ if a vehicle is equipped with **either** of the following options:
 - Option 6NR - Mobile application preparation
 - Option 633 - Bluetooth telephone preparation with telematics
- This applies to all models except E70, E71 and F25, which will change from April 2010.



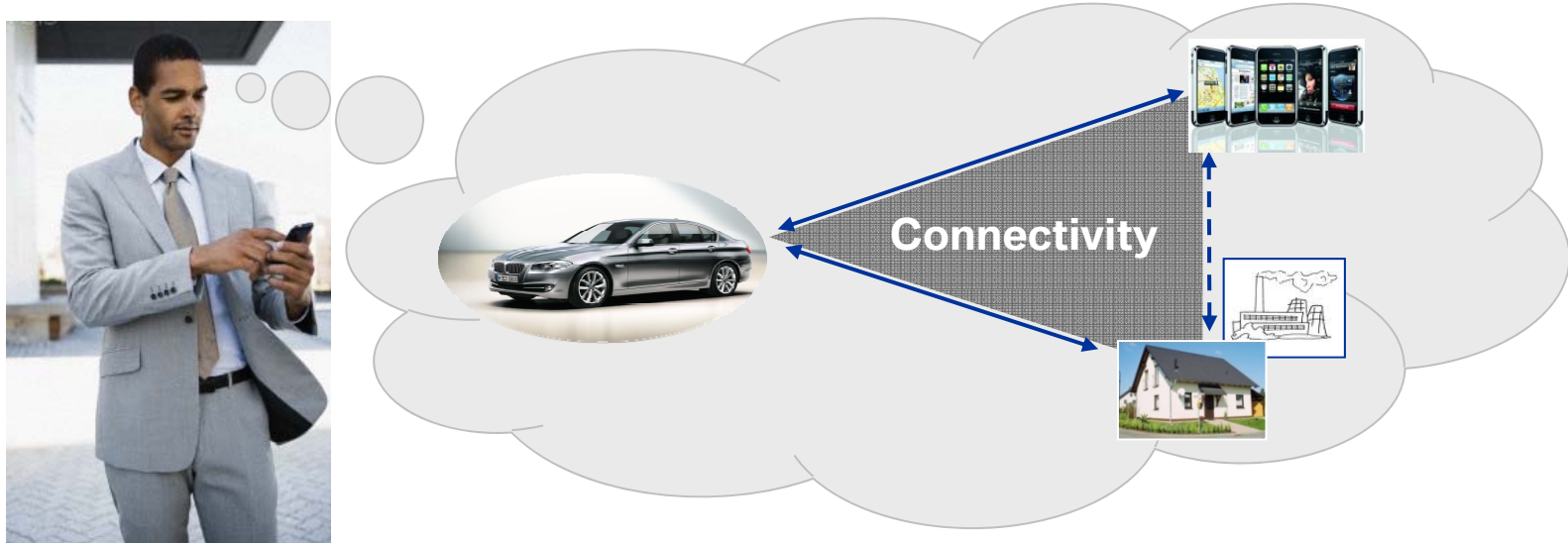
Option 6NR – Mobile application preparation. iDrive menu structure.

- Vehicles equipped with option 6NR, will have a new sub-menu from the ConnectedDrive menu called 'Apps'.
- From this menu a user can access BMW Apps. This provides access to the features of BMW Connected.
- Usage of the PlugIn menu will be confirmed at a later date.

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Option 6NR – Mobile application preparation. New car experience.



New connectivity...

- ... providing a completely seamless entertainment experience between home, on-the-go and in the car.
- ... future App Store upgrades for BMW Connected (tbc).
- ... integrating an element of personal configuration to the vehicle.
- ... using an iPhone connection to transfer data to/from the vehicle Control Display.

Option 6NR – Mobile application preparation. New car experience.



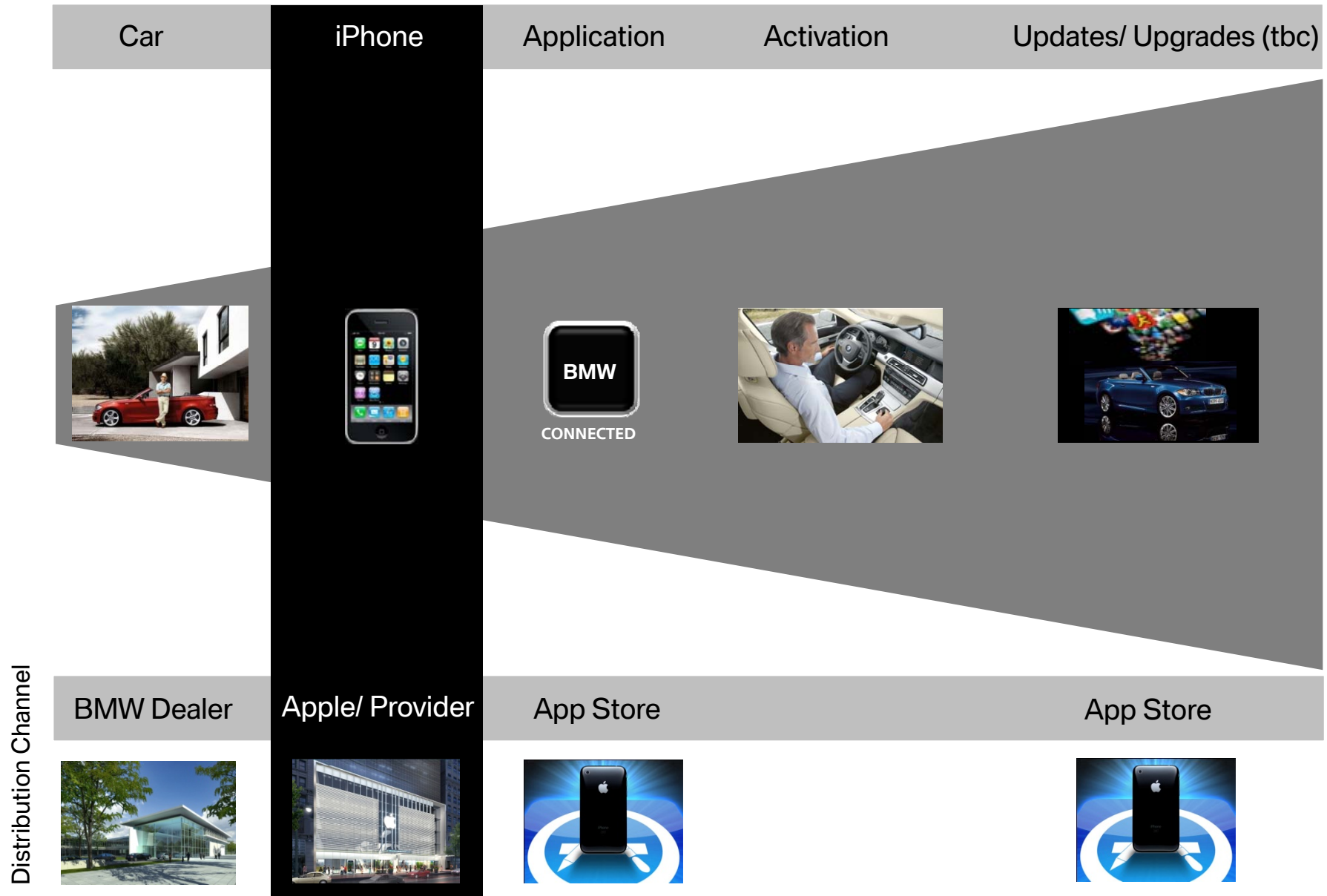
Display

Control Elements

Central Processing Unit



Option 6NR – Mobile application preparation. Distribution Process.



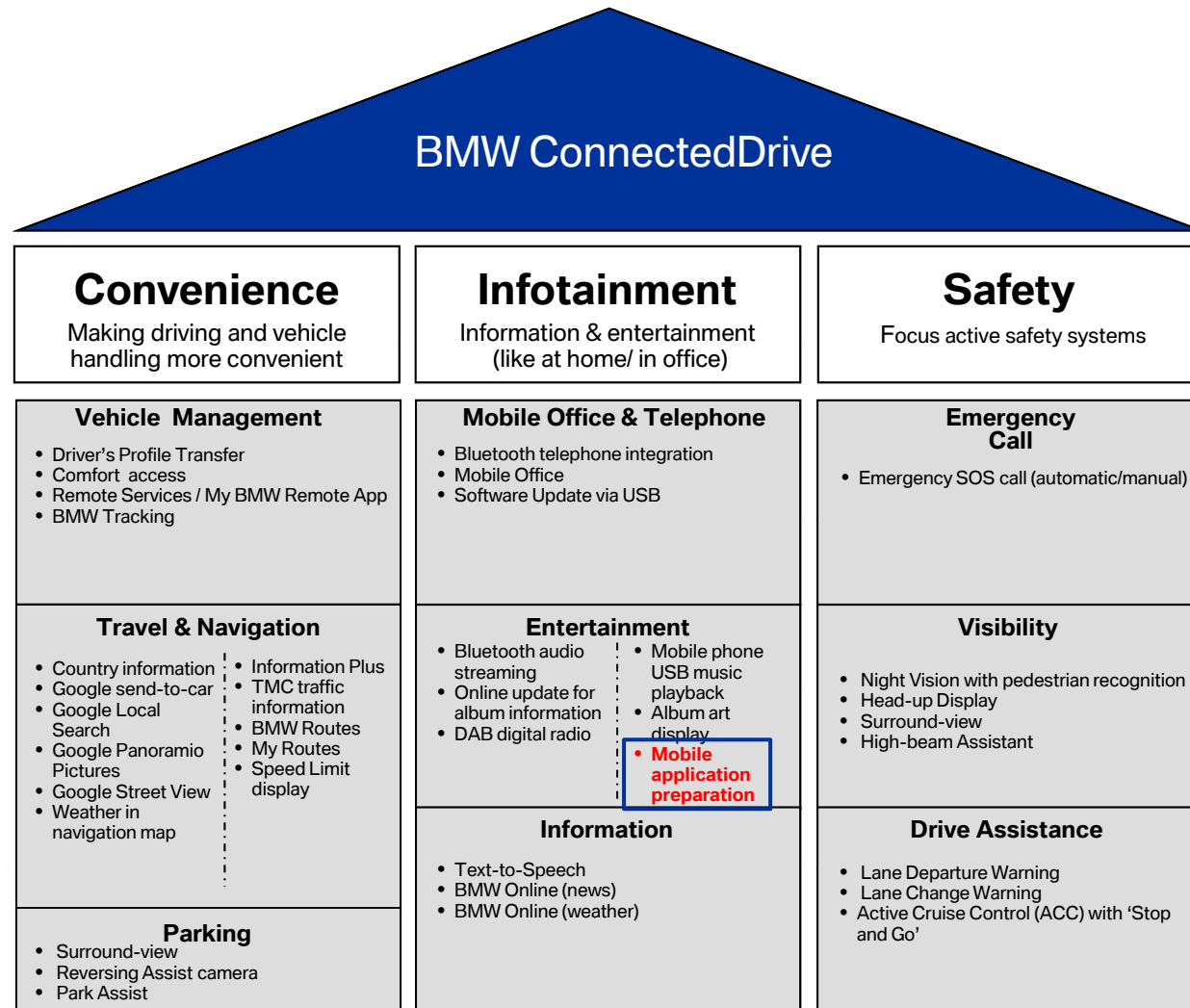
Option 6NR – Mobile application preparation. Part of the BMW ConnectedDrive portfolio.

The three pillars Convenience, Infotainment and Safety are divided into three sub-categories each.



Option 6NR – Mobile application preparation. New Infotainment feature.

Each of the three pillars contains a number of products/technologies and Mobile application preparation is now part of Infotainment.



Thank you for your attention.