



## **Option brings simple & affordable in-car connectivity to market**

**LEUVEN, Belgium – May 8th, 2012** – Option (EURONEXT: OPTI; OTC: OPNVY), a global leader in wireless connectivity, security and experience, confirms its strategy to supply more than mobile network operators and focus on vertical markets. As a first deliverable, Option extends its wireless expertise into the burgeoning Connected Car market. Bringing together connectivity experience, UX expertise and automotive sector understanding, the company is designing, developing and delivering in-car connectivity solutions.

According to the GSMA, the market for connected car applications will be worth \$600 billion by 2020, representing 13% of the \$4.5 trillion global connected devices business. Option's entry in the in-car connectivity market follows the company's investment in Autonet in 2011, supporting the delivery of the 1<sup>st</sup> IP Based Telematics Control Unit for the Auto Industry.

In-car connectivity has previously been limited to voice activated hands-free calling, satnav and minor diagnostics – all targeted at the driver. Embedded in-car entertainment systems have been and will remain a high-end consideration for many more years to come. However, a significant market exists right now for after-sales in-car connectivity devices. Option is targeting this after-market opportunity with a Plug and Play solution tailored towards the passengers and based on Option's groundbreaking personal hotspot, XYFI. XYFI allows up to eight people to connect simultaneously and serves as a true multimedia hub enabling easily sharing and content streaming.

The Option in-car connectivity solution combines the XYFI personal hotspot with a tailor-made car adapter and a HTML5 web-based connection portal that makes it possible to aggregate different types of content, ranging from infotainment to professional apps for operators, car manufacturers, rental agencies and even taxis. This enables vertical partners to provide a branded experience and open new revenue streams including rental of the device and purchase of the service and digital content.

“This move into the automotive sector allows us to realize our goal of bringing mobile broadband with a purpose into dynamic new environments,” said Jerome Nadel, Chief Experience Officer, Option. “The new solution comes with a rich media connection portal providing access to social media, geolocalized news, streaming audio and video content and services. All this can easily be accessed from a smartphone, tablet, gaming device or laptop. This is the first solution that brings a simple, fun and affordable social mobile infotainment experience to the passengers.”

*Option will showcase its solutions for the connected car at CTIA in New Orleans, May 8th-10th.*

### **ABOUT OPTION**

Option is a global leader in wireless connectivity, security and experience. Option enhances the performance, functionality and usability of wireless communications through a portfolio of 3G, 4G

HSPA/LTE and WLAN connectivity solutions. The company works with mobile operators, OEMs, retailers and enterprise customers to create compelling products that enable new connected and secure services. Option is headquartered in Belgium, with further R&D facilities in Germany and an ISO 9001 production engineering and logistics facility in Ireland. Option maintains offices in Europe, the US, Greater China, Japan and Australia. More at [www.option.com](http://www.option.com)

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