

# Audi to globally roll out NVIDIA Tegra visual computing module this year

January 9 2013

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Audi auto-infotainment system powered by NVIDIA Tegra VCM.

NVIDIA today announced that Audi's newest auto-infotainment system featuring NVIDIA Tegra technology will be rolled out globally in select vehicles this year.

The innovative Audi MIB modular infotainment system introduces a new [powerful computing](#) module, MMX, which is based on the NVIDIA

[Tegra Visual Computing Module](#) (VCM). The new MIB high-end system is currently available in Europe in the all-new Audi A3. Beginning with major markets in Asia, the system will reach further regions this year and come to the United States and Canada by 2014.

The connected Audi MIB system powers Audi connect, which enables live updates of Google Earth imagery complete with Google Maps Street View 360 degree panoramas. It also facilitates the delivery of other online information, such as real-time gas prices, weather forecasts and points of interest search powered by Google Local Search.

The innovative MIB architecture received the "Best Global OEM Infotainment Solution Award" at the 10th Annual Telematics Update ceremony in Novi, Mich.

"The start of production of the Tegra-based MIB infotainment system was a major milestone for Audi," said Mathias Halliger, head of architecture, MMI system at Audi. "The new modular approach allows us an independent evolution of automotive-cycle and consumer-electronics-cycle multimedia systems so that we can implement the latest and greatest innovations that allow the best possible customer experience with infotainment in the vehicle."

The new MIB system approach is planned for all new upcoming Audi cars, generations and further facelifts. It is also empowering the high-end navigation systems of VW group brands Volkswagen and Skoda.

At the heart of the MIB system is the NVIDIA VCM based on the NVIDIA Tegra mobile processor. The modular design of the VCM enables automakers to separate the rapidly advancing processor technologies from the slower to update electronics in vehicles. This can save automakers significant development time and cost by enabling rapid implementation of in-vehicle systems across diverse vehicle models.

"NVIDIA's modular VCM approach lets companies like Audi quickly move from a Tegra 2 processor, to a Tegra 3 and beyond," said Taner Ozcelik, general manager of automotive, [NVIDIA](#). "Never before has an automaker been able to deliver a new generation of consumer electronics technology within such a short time."

Provided by NVIDIA

Citation: Audi to globally roll out NVIDIA Tegra visual computing module this year (2013, January 9) retrieved 5 July 2024 from <https://phys.org/news/2013-01-audi-globally-nvidia-tegra-visual.html>

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