

## FOXXUM AND CINEMO TO POWER CONNECTED IN-VEHICLE INFOTAINMENT SYSTEMS (IVI) WITH CONNECTED TV



Kiel (Germany), December 23, 2021 | Global smart TV solution provider and innovator, **Foxxum**, is collaborating with **Cinemo**, a global leader in automotive infotainment embedded solutions, to power a new In-Vehicle Infotainment (IVI) experience using Foxxum's software and customizable CTV solutions.

With 10 years of experience in developing and optimizing solutions for CTVs and its apps, Foxxum is now expanding its scope and dedicating itself to the increasingly digital automotive industry, which continues to emerge as the next level in the streaming business.

Cinemo, a leading provider of automotive infotainment middleware, develops powerful and high-quality multimedia and streaming solutions, that enable the world's leading automotive brands to build innovative and delightful IVI solutions for drivers and passengers alike.

In-Vehicle Infotainment (IVI) offers car drivers and passengers an ideal combination of entertainment and information, along with a safer way of interaction by using large touch screen displays, button panels and voice commands. IVI solutions include a wide range of content, kid-friendly and safe entertainment and serve as a perfect distraction while driving the car.

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Foxxum will provide automotive clients with access to a variety of its extensive global entertainment content, along with a hub that can be customized to the user's preferences and provide access to the most frequently used content, such as VODs and live TV channels.

Through this collaboration, Foxxum can leverage its strong relationships with its content partners to give them an opening in IVI in addition to the reach in CTV, without having to work with another partner.

A first demo of this joint IVI solution will be presented at the tech conference CES, which will take place in Las Vegas on January 5-8, 2022. Individual appointments can be arranged via [foxxum.com/contact](https://foxxum.com/contact).

“Made in Germany’ is a true seal of quality in the automotive industry, and that's exactly what we can ensure with our new IVI solution *Foxxum Car OS*. With Cinemo, we have found the perfect technology partner with whom we can bring German quality and innovation to the global market,” says **Ronny Lutzi, Foxxum CEO and Founder**.

#### ABOUT FOXXUM

Foxxum is a global leader in the development, operation, and commercial marketing for innovative smart TV solutions like the Foxxum CTV OS. As an established pioneer in the sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters and video-on-demand services, video producers and distributors allow Foxxum to provide a best-in-class content portfolio containing the most important global content brands as well as country specific local content providers. Foxxum’s development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design, which includes the Foxxum CTV OS. Foxxum provides its clients with highly tailored solutions, along with the possibility to jointly tap into profitable revenue streams in a technology sector with enormous growth potential. Further information can be found at [www.foxxum.com](https://www.foxxum.com).