

## **Tata Elxsi licenses DLNA software suite for Connected Home Area Solution to PIONEER**

**Bangalore, Feb, 2013:** Tata Elxsi announced that it has licensed its DLNA software suite to Pioneer Corporation, a leading manufacturer of Home and Automotive Consumer Entertainment products.

Tata Elxsi is a global design company that delivers solutions and services for the connected world. It provides a comprehensive DLNA software suite that supports all conventional DLNA profiles and has been integrated into various consumer electronic device middleware across operating systems, including the latest versions of Android and QNX. It also provides custom application and UI development services to help OEMs, content and service providers create compelling user experiences for content sharing including video, music and images for smart homes and connected devices.

**Hideaki Tsuchida, General Manager – AV Product Planning Department, Pioneer Corporation,** said, “This will benefit Pioneer entertainment device users by providing the flexibility to stream and play media content. This is an important feature and will be an added benefit for our customers as we continue to improve the overall quality of experience of using our products.”

“Tata Elxsi’s DLNA software has been incorporated into a broad set of products, including STBs, Digital TV, mobile phones and automotive infotainment. We are pleased to support PIONEER across their product segments with our DLNA software suite,” said **Nitin Pai, Vice President Marketing, Tata Elxsi.**

Tata Elxsi will demonstrate solutions for connected homes, connected cars, m-health and its portfolio of 4G LTE software and reference designs at Hall 6, Stand 6G126 at the Mobile World Congress, Barcelona.

### **About Tata Elxsi:**

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions. A part of the \$ 100 billion Tata group, Tata Elxsi addresses the automotive, communications, broadcast, consumer electronics, healthcare and semiconductor sectors. It is a public stock company headquartered in Bangalore.

### **About Pioneer:**

Pioneer Corporation is a leading global manufacturer of electronic products for the consumer and professional markets. To embody our philosophy, “Move the heart and Touch the Soul”, Pioneer brings the world ever-new products and services in the areas of Car Electronics, Home Electronics and other related devices and solutions. It also

develops organic EL lightings, medical and healthcare equipment-related products. Its shares are traded on the Tokyo Stock Exchange.

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