Tata Elxsi wins "Best User Experience" design award at the Automotive Grade Linux (AGL) User Experience Contest

Bangalore, June 12, 2013: Tata Elxsi, a global design company and a part of the $ 100 billion Tata group, was declared winner of the first Automotive Grade Linux (AGL) User Experience Contest in the "*Best User Experience"* category.

The AGL contest was centred on the theme '*Designing the Future of Automotive Infotainment User Experience'.*

Tata Elxsi's concept HMI called *'Today's tomorrow'* won the award for its intuitive and hassle free navigation. The User Interface which is a beautiful, simplistic yet functional design was achieved through the appropriate combination of typography, colour and other design elements to minimise driver distraction from in-vehicle information access and electronic controls. It featured backgrounds that changed colour hues depending on the time of the day and also provided an integrated user manual.

As part of the prize, the architect and the designer of 'Today's tomorrow' will now have an opportunity to collaborate on a proof-of-concept with **Jaguar Land Rover** and **Automotive Grade Linux (AGL)**.

The winners of the contest were announced on May 27, 2013 at the Automotive Linux Summit Spring in Tokyo/Japan. Other winners include Ford Motor Company – Best New Feature and Reaktor – Best Visual Appearance.

Tata Elxsi is among the top five global R&D service providers for automotive electronics and design services. It brings together automotive electronics development experience, cross-technology expertise in multimedia, graphics, and connectivity, a world-class User Experience and HMI design team, and system development capability for IVI and telematics. It is also an active member of the GENIVI, AUTOSAR and ARTOP consortiums. Tata Elxsi works with leading OEM's and Tier 1 suppliers across the world for IVI, ADAS, Power train and body electronics.

Matt Jones - Automotive Grade Linux, said *"Tata Elxsi's submission conveys through its clean and consistent design that it can present the driver with the most important information and controls without being distracting. I would like to congratulate Tata Elxsi on this win."*

Satish Patil, Chief Designer - User Experience, Tata Elxsi said *"Today's tomorrow' is about creating a vision for future Automotive HMI. Cars of tomorrow would be far more digital with exponentially growing functionalities to make them safer, comfortable, and connected. However in the process, the Automotive HMI's will get increasingly complex.*

'Today's tomorrow' is based on the premise that interfaces should be kept simple to let users handle complex functionalities easily and effectively.

Nick Talbot – Global Design Head, Tata Elxsi quoted saying *"We are pleased to have won the AGL User Experience Contest for the "Best User* Experience*" for automotive infotainment and HMI design, which continues to be one of our key focus areas as we move forward. We are committed to playing a critical role in building the ecosystems for both the future of UX and UI in the automobile and indeed the connected cars of the future."*

Click here to view the Design: http://ec2-54-226-30-234.compute-1.amazonaws.com:8081/application/com.intel.tizen_homescreen/index.html

About Automotive Grade Linux

The Linux Foundation's Automotive Grade Linux (AGL) workgroup is an open collaboration between contributors from the automotive, semiconductor, and communications industries, and the global community including academia. The workgroup intends to develop a reference platform that is optimized for a broad set of automotive applications ranging from Instrumentation Cluster to In-Vehicle-Infotainment (IVI) and more.

Jaguar Land Rover, Nissan and Toyota are among the first carmakers to participate in the Automotive Grade Linux Workgroup.

About Tata Elxsi:

Tata Elxsi is a global 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 communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3500 employees and a network of design studios, development centres and offices worldwide.

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