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## How Lotus partnered with Dolby, Faurecia Aptoide, and TIDAL to pave the way for in-vehicle infotainment app developers

In-vehicle infotainment (IVI) technology has been rapidly improving in recent years, but one element had been traveling in the slow lane. Until now, the app store offerings for IVI left a lot to be desired – both for consumers and for the developers working to design app software. As Automotive News recently reported, “Despite considerable efforts and significant investments in developing mobile apps for vehicles, many are falling short of automakers’ hype.” It was clear that the existing offerings needed updating to put consumers in the driver’s seat when it comes to choosing and enjoying their content.

The key to unlocking the potential of automotive app stores: collaboration. And the proof can be found in the Lotus Eletre. The Lotus Eletre was launched on the 29th of March 2022, with a media launch planned in the first half of 2023, followed by customer delivery in Europe. The launch shows how a handful of passionate technology collaborators – in this instance, Dolby, Faurecia Aptoide, Lotus, and TIDAL – can come together to solve the problem of limited access to infotainment apps.







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## Consumers want enhanced listening experiences that show real innovation, ease of use, and make the most of connectivity

By using a sophisticated automotive app store, this collaboration has worked to give consumers a level of customization similar to what they already enjoy on their phones. This app store will enable drivers and passengers to curate their IVI experience without the need for a mobile device, using a smart, intuitive infotainment head unit. This includes an app that makes the bold, beautiful sound of Dolby Atmos available in the Lotus Eletre.

### **The challenge: reaching the next destination for in-vehicle infotainment**

Consumers want enhanced listening experiences that show real innovation, ease of use, and make the most of connectivity. The days of plugging a Bluetooth receiver into your car's cigarette lighter are long gone – today's drivers and passengers expect a seamless, streamlined infotainment system built on best-in-class technology. Just as we use screens and apps to curate and consume our entertainment at home or on mobiles, drivers and passengers want the same experience on the road.

The shift away from the mobile device to an integrated head unit as a central hub for curating the entertainment experience has been top of mind for automotive

app developers, consumers, and OEMs. And, as the way we spend time in our cars changes – with drivers charging their electric vehicles mid-journey or even being driven autonomously – both the opportunity and demand for more engaging, immersive entertainment within the cabin have grown.

The challenge up until now was keeping up with an ever-shifting entertainment environment. In the past, car radios, tape decks, and CD players didn't require system updates and remained unchanged for the life of the vehicle. By contrast, today's app-based entertainment options – such as streaming from TIDAL for HiFi and HiFi Plus subscribers – receive continual updates to add new content and features, increase flexibility, and improve stability.

No single company has the expertise to tackle this challenge alone. That's why Dolby decided to collaborate with the automotive app store provider Faurecia Aptoid, original equipment manufacturer (OEM) Lotus, and music platform TIDAL to bring the shared vision of next-generation in-car entertainment to the consumer, via Hyper OS, the powerful operating system of the elegant Lotus Eletre.



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### **The approach: collaborating for success at speed**

Dolby, Faurecia Aptoides, Lotus, and TIDAL began working together to bring a premium entertainment experience to the Lotus Eletre. Their goal: to enable over-the-air apps driven by Faurecia Aptoides' in-car app store. By doing this, they made it possible for consumers to enjoy a wide selection of streamlined, immersive entertainment at the click of a button on the Eletre's sleek infotainment head unit.

The Faurecia Aptoides Automotive App Store is the leading automotive app market today. Faurecia Aptoides, a joint venture between the Forvia Group and Aptoides, connects OEMs with app developers to create a personalized, intuitive IVI experience. It enables developers to make their apps available over the air, meaning that consumers can download apps directly on to the head unit during a journey, and apps will update automatically as those updates become available. The advantage for developers is a wider reach and simpler development: the developer can invest in creating a single app that will run on vehicles from different OEMs without modification. Faurecia Aptoides integrates its technology with the OEM's unique look and feel, making each offering bespoke to its vehicle.

By collaborating with premium streaming service TIDAL – a service led by creatives and built for music fans – Faurecia Aptoides worked to deliver the TIDAL Automotive App to OEMs through its Automotive App Store. The app uses Dolby's technology to deliver a premium audio experience. Summer 2023 brings something new to TIDAL subscribers, who will be able to experience Dolby Atmos playback on the go in their Lotus vehicles. Reflecting on the success of the collaboration and its latest work on the Lotus Eletre, TIDAL says that it is "most excited to be collaborating with Dolby, Lotus, and Faurecia Aptoides to further innovation that allows fans to hear their music the way the artist intended, wherever they may go."

### **The outcome: next-level innovation of in-vehicle audio experiences**

The Lotus Eletre will offer two premium audio systems running Hyper OS and featuring Dolby Atmos, one with 15 speakers and a top-tier option with 23 speakers. Using the power of Dolby Atmos, the speakers will place drivers and passengers inside a multidimensional soundscape with sound that flows around them from every angle, allowing listeners to hear the crisp, clean sound exactly as their favorite artists intended. As well as giving drivers and passengers the



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Andreas Ehret, Senior Director of Automotive at Dolby



ability to hear their chosen audio content from every angle – including overhead – enabled by the Dolby Atmos multi-speaker setup, the four-way partnership has also delivered on another goal: to introduce simplicity and ease to bringing immersive audio experiences in-vehicle.

Lotus proved to be an important player in implementing Dolby Atmos in its vehicles to help realize the full potential of in-vehicle infotainment. From trialing Dolby Atmos at the Dolby studio in Soho, to integrating the technology into the interior of the Lotus Eletre, the talented team at Lotus showed itself to be passionate and committed to bringing immersive audio into its vehicles in the spirit of Lotus. Looking back on the journey from concept to delivery, Serino Angellotti, Head of Electrics/Electronics – Digital User Experience at Lotus Tech Innovation Centre, sums up this approach with excitement. “This is a real revolution. OEMs are changing from passive buyers of infotainment services to creators of the digital ecosystem. With this in mind, we developed our Hyper OS with expert partners and together we have brought the digital experience of our customers to the next level.”

By working with leading OEMs, Dolby will be able to make Dolby Atmos available in a growing number of vehicles, thanks to Faurecia Aptoidé’s app store. Discussing the collaborative offering, Faurecia Aptoidé’s General Manager, Thijs van Herkhuizen, says that “We are thrilled to have collaborated with Dolby, Lotus, and TIDAL on our latest project, harnessing the power of their ground-breaking technology to create an unparalleled audio experience that will transport listeners to new heights of immersion and excitement.”

Speaking on the success of the partnership in bringing high-quality audio in-vehicle, Andreas Ehret, Senior Director of Automotive at Dolby, said, “The collaboration between Dolby and three of our premium partners is helping us continue our mission of bringing the highest-quality audio entertainment into as many vehicles as possible. Because the app store, head unit, and vehicle form a dynamic ecosystem, drivers and passengers can be sure they always have the latest version with the best features and sound.”

