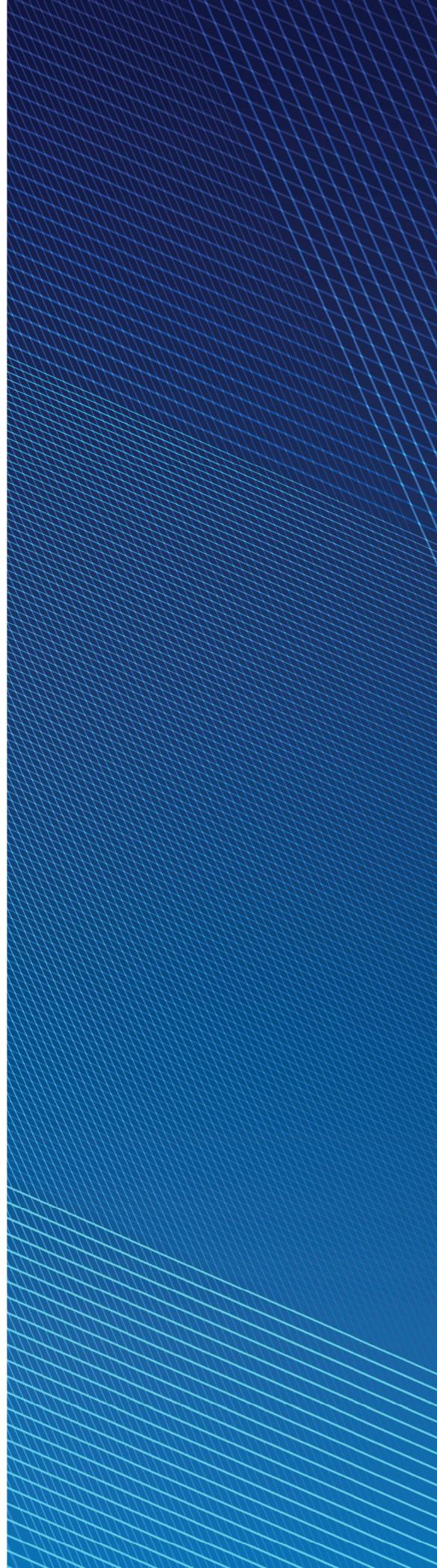


# **CINEMO** **RECEIVES THE 2023** COMPANY OF THE YEAR AWARD

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*Identified as best in class in the global in-vehicle  
media solutions industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Cinemo excels in many of the criteria in the in-vehicle media solutions space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### **Cinemo: Leading In-vehicle Media Solutions Provider**

The global in-car infotainment industry has grown quite rapidly over the years, offering drivers various multimedia and connectivity options. This evolving industry comprises audio and video playback, navigation, and communication capabilities, driven by advancements in technology and changing consumer expectations. Modern car infotainment systems are highly integrated, with seamless

*“Cinemo's transformational growth is a testament to its innovative approach and its dedication in providing cutting-edge solutions that enables automakers and suppliers to deliver exceptional in-car entertainment, connectivity, and hyper-personalized in-car digital media experiences.”*

**- Gautham Hegde,  
Senior Mobility Research Analyst**

connectivity between the car and various devices, including smartphones, tablets, and wearables. Within such a competitive market, Frost & Sullivan analysts monitor how the industry constantly focuses on delivering innovative and convenient features to satisfy consumer demand, such as hands-free communication, advanced navigation, and personalized content.

One of the key trends in the car infotainment industry is the increasing use of mobile devices and cloud services. Companies are integrating systems that support Apple CarPlay and Android Auto, providing drivers access to their

phone's applications and services through the car's touchscreen. By integrating cloud services into its solutions, drivers can access personalized content and services while on the road. Despite these opportunities, Frost & Sullivan points out that the industry still faces integration, compatibility, user

experience, and security challenges. Cinemo is one of the companies working to address these problems, offering highly integrated and modular products that deliver a seamless and enjoyable multimedia experience for drivers and passengers on both built-in and brought-in smart devices.

Founded in 2008 and headquartered in Karlsruhe, Germany, Cinemo is an automotive software company with a global network of partners and customers in the automotive, consumer electronics, and mobile device industries. The company's founders leverage over 30 years of combined experience in the multimedia and automotive sectors, with the vision of making every screen an opportunity. With trailblazing products such as Cinemo CORE™, Cinemo CARS™, and Cinemo Cloud Services, the company offers highly customizable products to meet a lot of specific needs and requirements.

Cinemo CORE™, Cinemo's cross-platform low-level application programming interface (API) and middleware offering the highest flexibility for building individual multimedia solutions, powers seamless multimedia playback and connectivity, including audio and video playback, online content streaming, as well as concurrent multi-seat / multi-passenger experiences in the vehicle. Cinemo CARS™ is a versatile turnkey media solution that enriches Android Automotive OS' (AAOS) native capabilities and empowers carmakers with the tools and components they need to create custom multimedia solutions. Cinemo Cloud Services provides cloud-based multimedia services that offer carmakers the opportunity to provide their customers with hyper-personalized and "on-demand" digital media experiences directly from the cloud to the built-in infotainment system.

### ***Excelling in Leadership via Comprehensive Product Solutions***

In the automotive industry, in-vehicle media solutions or car infotainment technologies and features offer passengers entertainment, information, and communication services via a dashboard-integrated display or audio system. Cinemo stands out in the market by facilitating a comprehensive product portfolio with robust features and capabilities for in-vehicle infotainment. Maximizing its deep market knowledge, the company emphasizes unique challenges and requirements of in-vehicle multimedia systems, including limited hardware resources, high total costs of ownership, and complex compliance and security standards. Cinemo's products provide various features, including optimized playback of premium video content, in-car spatial audio, multiscreen content sharing across built-in screens or brought-in devices, playback of any audio and video file, cross-device connectivity and multi-seat in-car gaming experiences. Furthermore, its in-vehicle multimedia solutions integrate seamlessly with the vehicle's existing software and hardware platform.

By concentrating on this niche market, Frost & Sullivan appreciates how the company has clearly developed a deep understanding of in-vehicle multimedia systems, enabling automakers and suppliers to create tailored digital experiences that set new standards. Furthermore, Cinemo recognizes the importance of delivering innovative products to the fragmented in-car entertainment. It strives to simplify the complex in-car entertainment space by providing solutions that have various applications across different platforms - including Linux and Android.

Cinemo has gained a competitive advantage through its deep expertise in the automotive industry, unwavering focus on delivering high-performance and quality products, and commitment to flexibility, scalability, innovation, and research. These factors have enabled the company to establish a strong

reputation and a loyal customer base in the automotive multimedia market. Additionally, the demanding automotive environment highly values Cinemo's software products for their ability to perform optimally, delivering a high level of quality, and accelerating time to market.

Cinemo's transformational growth is a testament to its innovative approach and its dedication to providing cutting-edge solutions that enables automakers and suppliers to deliver outstanding in-car entertainment, connectivity, and the most personalized digital media experiences in the multimedia industry. The company's dedication to providing exceptional products has positioned it as a leading provider of in-vehicle multimedia solutions.

### ***Enhancing Competitiveness with Customization***

The company's collaborative approach allows for developing highly modular solutions with a commitment to providing exceptional customer service and support. This customer-centric focus drives Cinemo's investment in research and development (R&D) to remain at the forefront of the rapidly evolving automotive multimedia industry. With a track record of introducing new technologies and features, Cinemo continuously offers fully integrated digital media solutions which are truly Operating System (OS) and System on Chip (SoC) agnostic, always striving to create new and better user experiences that drive the company's growth.

*“Cinemo’s modular and flexible offerings enable it to forge strong partnerships with a diverse range of companies in the automotive industry, cementing its position as a trusted and reliable partner for in-car entertainment solutions.”*

**- Norazah Bachok,  
Best Practices Research Analyst**

Cinemo continues to form deep partnerships with a wide range of industry leaders - from the largest high-tech and consumer electronic companies to content providers, system integrators, as well as leading industry associations. These partnerships have helped Cinemo to expand its reach and to develop innovative new solutions for the in-vehicle multimedia market.

Cinemo's deep software expertise and support enable original equipment manufacturers (OEM) to gain valuable insights and information they may not have otherwise, helping them make more informed decisions. One of Cinemo's notable collaborations is with Dolby Laboratories, enabling carmakers to integrate Dolby Atmos technology into their in-car multimedia solutions.<sup>1</sup> This spatial audio technology enhances the in-car audio experience, immersing customers in rich, detailed, and lifelike sound.

Industry experts view the partnership between Dolby Laboratories, Mercedes Benz, and Cinemo as a prime example of how collaboration between technology providers, content service partners, and OEMs can deliver exceptional in-car entertainment experiences. These successful partnerships showcase the advantages of collaboration between the automotive industry and other stakeholders in delivering innovative, high-quality solutions to consumers.

Frost & Sullivan recognizes that Cinemo's customized and flexible offerings enable it to forge strong partnerships with a diverse range of companies in the automotive industry, cementing its position as a trusted and reliable partner for in-car entertainment solutions.

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<sup>1</sup> <https://www.cinemo.com/dolby-collaborates-with-cinemo-to-accelerate-dolby-atmos-music-experience-in-cars/>

### ***Excellent Growth Strategies and Business Performance***

Cinemo continues to expand its presence in the global automotive market with new projects in Europe, Asia, and North America. The company also opened offices in Seoul and Tokyo to better serve the rapidly growing Korean and Japanese automotive markets, respectively.

Due to its trusted, unparalleled expertise, growing workforce team, and various strategic growth plans in 2022, the company recorded double-digit revenue growth. Cinemo's impressive growth momentum and trajectory are a testament to its product leadership, earning its clients' trust and loyalty and enabling it to capture market share.

Frost & Sullivan believes the company is well-positioned to drive the in-vehicle media solutions space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

### ***Conclusion***

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Cinemo's in-vehicle media solutions provide a reliable and innovative in-car entertainment experience tailored to the unique challenges and requirements of the automotive industry. By prioritizing flexibility and customization, the company offers solutions that meet the needs of both original equipment manufacturers and end-users. Frost & Sullivan analysts observe how Cinemo's unwavering focus on high performance, quality, and research and development has helped it establish a strong reputation and loyal customer base in the competitive automotive multimedia market.

Through successful partnerships and collaborations with companies like Dolby Laboratories, Cinemo has proven its ability to deliver innovative, high-quality solutions that elevate the overall customer purchase experience. With a global reach, the company provides local support and expertise to customers in multiple markets. Cinemo remains committed to innovation, continually improving its software products to meet the market's evolving needs. As a trusted partner, Cinemo has earned a reputation for offering the industry's best overall in-vehicle media solutions.

With its strong overall performance, Cinemo earns the 2023 Frost & Sullivan Global Company of the Year Award in the in-vehicle media solutions industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

