TATA ELXSI

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Tata Elxsi Partners with DiSTI to Produce e-Cockpit Demonstrator

Tata Elxsi joins DiSTI's partner program and adopts GL Studio for their UI demonstrations

Bangalore, India (March 13, 2017) – The DiSTI Corporation, a leading provider of graphical user interface software and customized 3D virtual maintenance training solutions, announces a strategic partnership with Tata Elxsi to deliver DiSTI's GL Studio UI products with Tata Elxsi software services. Tata Elxsi developed their e-Cockpit demonstrator using DiSTI's GL Studio UI Designer.

Tata Elxsi has joined DiSTI's partner program as a seasoned global development group of UI content creation and implementation professionals. Showcased during CES 2017 in January, Tata Elxsi adopted GL Studio for their e-Cockpit demonstrator for the development of the Infotainment, Cluster and HUD. Throughout the development process, DiSTI provided UI support for the GL Studio UI Designer. The hardware used for the demonstrator is the Renesas R-Car H3 Salvatore-X board. The demonstrator highlights both how GL Studio can seamlessly handle high performance graphics across multiple displays on a single embedded target, as well as the quality design and software implementation capabilities of Tata Elxsi.

"This partnership highlights the versatility of the GL Studio software suite and our commitment to our partners' and customers' success," *said Chris Giordano, DiSTI Vice President, Automotive Division.* "DiSTI is honored to collaborate with Tata Elxsi on this project, and we look forward to a long and mutually beneficial relationship with them."

DiSTI's GL Studio UI tools are a comprehensive development suite for seamlessly creating cross platform 2D and 3D user interface content. GL Studio streamlines UI asset creation to implementation readiness in one platform without compromise. By consuming industry standard file formats such as Photoshop and 3ds Max into the GL Studio Designer, the graphics artist's content directly drives the user experience and the UI designer workflow significantly reduces the time to market.

"With more and more driver assistance happening in automobiles through multiple displays, HMI and Graphics are going to play a major role and Tata Elxsi along with DiSTI are investigating

futeristic ways of UX and UI implemenations in vehicles", *says Tony K John, Global Head of Marketing, Partnerships & Alliances, Automotive Business Unit, Tata Elxsi*

DiSTI and TATA ELXSI will showcase the e-Cockpit demonstration at Embedded World 2017 in Germany on March 14-16. For a full demonstration, visit them in Hall 4, booth 4-131.

About DiSTI

The DiSTI Corporation is a leading provider of graphical user interface software and customized 3D virtual maintenance training solutions. Our flagship product, GL Studio®, delivers advanced high-performance 3D user interfaces to the aerospace, automotive, medical, and training industries. Jaguar Land Rover, Boeing, and Lockheed Martin choose GL Studio for its performance, fidelity, and reliability in interface development and deployment. Whether for avionics, instrument clusters, infotainment systems, medical devices, or flight simulators, GL Studio exceeds the developers interface demands.

DiSTI's user interface technology also expands into 3D virtual maintenance training. DiSTI's VE Studio® is a proven process and toolset for managing the development of complex virtual environments for use in 3D maintenance and task training applications. VE Studio manages the entire development process including requirements analysis, content development, automated software builds, and automated regression testing.

About Tata Elxsi

Tata Elxsi is a leading global technology and design services provider, addressing the automotive, broadcast, communications, consumer electronics and healthcare industries.

It is a preferred partner for leading automotive OEMs and suppliers across the world, combining award winning design and UX capability with deep technology experience of over 20 years in automotive software and system design, and domain expertise in automotive electronics, connected cars, active safety and security. This is supported by a network of design studios and development centers across the world, Automotive SPICE Level 5 certified quality processes, and centers of excellence for digital technologies including IoT and analytics. Tata Elxsi is part of the $100 Billion Tata group, and headquartered in Bangalore.

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