

PRESS RELEASE**Munich, 06.09.2021****Media loves Automotive: MedienNetzwerk Bayern presents innovations from Bavarian audio industry at the IAA Mobility**

Munich - Innovative media formats tailored to the car are currently keeping both media professionals and car manufacturers busy. For the first time MedienNetzwerk Bayern (Media Network Bavaria) is represented with a booth at the IAA Mobility. Together with XPLR: MEDIA in Bavaria, MedienNetzwerk presents audio innovations from Bavaria for the vehicle and brings the audio and automotive industries into conversation with each other.

At their booth with the motto "Media loves Automotive" (Hall A2, C22) at the IAA Mobility, MedienNetzwerk Bayern will be using selected best cases to show the diversity and the innovative projects of the audio industry in Bavaria. The centerpiece of the booth is Drive Crime, an interactive audio game for car journeys. "The best thing about Drive Crime is that it was developed specifically for in-car entertainment. Players are directly integrated into the action in their role as driver. The immersive feel of the game is thus significantly greater than with other interactive audio formats. Drive Crime shows opportunities already available for media in the automobile," says Jim Sengl, expert for Cross Industry Collaboration at the MedienNetzwerk Bayern.

Visitors to the IAA can test Drive Crime in the Media Demonstrator VR, a virtual reality environment to test new media formats in the vehicle. In addition, they will have the opportunity to meet Audio-Experts from Bavaria at the booth and exchange ideas with them. The MedienNetzwerk Bayern focuses on the exchange between the media industry and the automotive industry to initiate new cooperation and to promote the development of innovative media formats in the vehicle.

"In order to play a central role in the car of the future, it is important for the audio industry to enter into a dialogue with the automotive industry. At the same time, car manufacturers can benefit from the expertise of media companies in the development of content. The connection of audio and automobile therefore plays a central role for MedienNetzwerk Bayern. The booth at the IAA Mobility is a good opportunity to bring the innovative Bavarian audio industry together with the automotive world," says Stefan Sutor, Managing Director of Medien.Bayern GmbH.

90 percent of people now use mobile audio content when driving. This is a result of the "On Track" study of the Landesanstalt für Medien NRW, which was supported by MedienNetzwerk Bayern as a cooperation partner. Whether radio news, favorite hits on the smartphone or the latest audio book - according to the study, the consumption of audio is a fixed component for two thirds of the population while driving.

About MedienNetzwerk Bayern and XPLR: MEDIA in Bavaria

MedienNetzwerk Bayern connects media professionals in Bavaria with each other - even across industry boundaries. With own event formats, information on current industry developments in Bavaria and the support of local media events, the MediaNetwork initiates cooperation that strengthens the media in Bavaria.

XPLR: MEDIA in Bavaria has the mission to promote people who are shaping the media world of tomorrow, track down relevant trends, events and innovations in the Bavarian media landscape and to make them visible.

MedienNetzwerk Bayern and XPLR: MEDIA in Bavaria are part of Medien.Bayern GmbH. Medien.Bayern GmbH is an initiative promoting media business location Bavaria, funded by the Bavarian State Chancellery.

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