Run Android Apps Seamlessly without the Need or Cost of Android Automotive

Jolla's AppSupport frees OEM's from dependence on Android Automotive – showcased at CES 2022

CES, Las Vegas, January 4, 2022 - - The unique *AppSupport* announced today gives embedded Linux platforms the capability to run Android apps seamlessly. The technology, developed by Jolla Ltd. from Finland and familiar from its mobile Linux operating system Sailfish OS, is now available as standalone also for car OEM's and others who are looking to run Android apps seamlessly on their Linux platforms.

Jolla's ***AppSupport*** gives embedded Linux platforms the capability to run Android apps seamlessly without the need to rely on Android Automotive or proprietary services provided by Google. This gives car OEM's the capability to maintain strategic independence of their digital cockpit and brand identity, yet still enabling all the needed apps for their customers.

The AppSupport core technology is based on a totally unique architecture, not like other Android-in-a-container offerings, resulting to substantially more efficiency, which saves on critical and costly system resources. E.g., sheer IVI-grade memory component costs can be decreased by as much as $30 per vehicle and yet maintaining performance on par with native Android OS.

Jolla's AppSupport is market ready today and it has already been evaluated and selected by a major European car OEM for strategic differentiation. Besides automotive IVI platforms, embedded Linux systems are widely used in various other industries where capability to run common modern apps is becoming a standard necessity. AppSupport can be utilized e.g., in sales terminals, e-kiosks, logistics, and in IoT, giving a specific device the capability to run a particular existing app, without the need for custom app re-development or modifications.

Sami Pienimäki, CEO of Jolla Ltd. comments: "We launched Jolla with the vision and promise to provide independent solutions to enable digital sovereignty and wider monetization opportunities. Sailfish OS, and now AppSupport, delivers on this promise. With AppSupport our automotive customers now have the ability to maintain brand independence in the connected cockpit with a strengthened ability to monetize."

World-premiere at CES 2022 – invitation for media

Jolla, the spearhead mobile technology company from Finland, is showcasing its ***AppSupport*** solution for In-Vehicle Infotainment Systems for the first time ever at CES 2022.

Automotive and technology journalists are welcome to experience the demo and meet with Jolla executives at Jolla's CES hospitality suite in Westgate Hotel Las Vegas either on Wed Jan 5 or Thu Jan 6.

Please register a time for a demo by sending an email to our marketing coordinator Ms. Lotta Isotalo: CES@jolla.com.

- *Ends –*

Read about Jolla's AppSupport: https://jolla.com/appsupport
Jolla press material: https://jolla.com/press

For more information and inquiries, please contact CES@jolla.com.

About Jolla
Jolla Ltd. is a spearhead mobile technology company from Finland that develops and licenses Sailfish OS technology products for industrial use. Jolla's key products are Linux-based mobile operating *Sailfish OS* and *AppSupport*, a unique solution to run Android apps on any Linux platform. Jolla was born in 2011 continuing the heritage of Nokia and MeeGo.
www.jolla.com
www.sailfishos.org