

# Internet Media Device Alliance

Guides you to the future of Internet radio

Steve Tomlinson, Automotive Working Group

November 14, 2012



# Mission Statement

“To **develop** and **promote** a set of open, interoperable **standards** and device **profiles** to maximise the growth of a global consumer market in **internet-connected media devices**”

# IMDA Activities

- Identify critical needs of the Internet radio/connected device marketplace
- Develop and issue guidelines and specifications to meet these critical needs
- Develop implementation tools as necessary

# IMDA Members



DAIMLER



otaki



PURE



# Accomplishments

## IMDA Broadcaster Service Identification

- Standard issued. v2.2 now published
- Key Station ID data (name, stream URL, logo, etc.) + podcasts, schedule data, non-IP broadcast transports, RadioDNS referencing.

## Central Discovery Service (CDS)

- Discovery mechanism (making metadata available for aggregators and keeping metadata current) Now live.

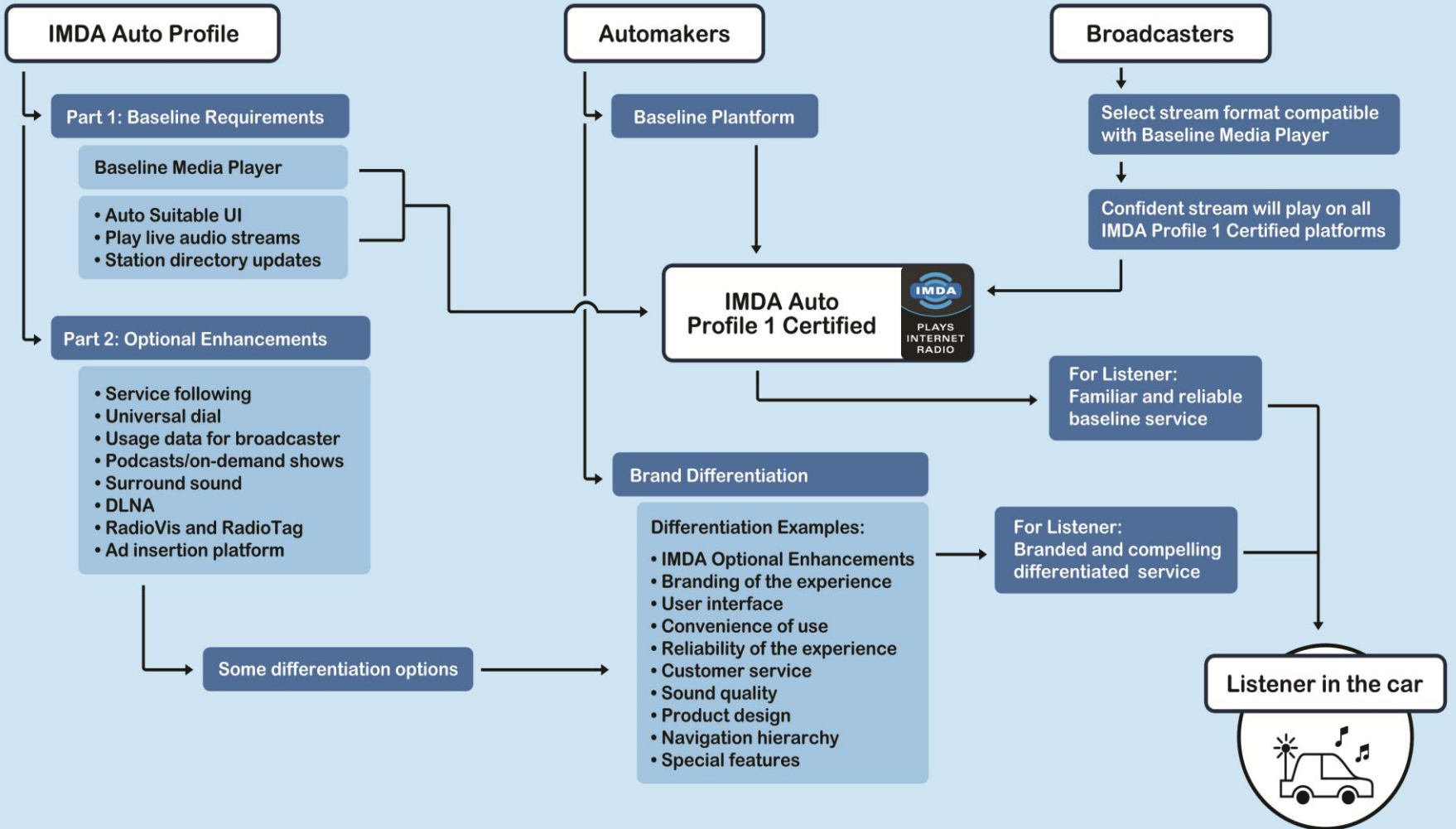
## Device Profiles

- Device Profile 1: “Plays Internet Radio” (+ certification program)
- Device Profile 2: “Rich Audio”.
- Automotive Profile 1: in industry review (Part 2 in Draft)



# Internet Radio for the Car

## IMDA Auto Profile 1



# IMDA at CES

Please save the date for our annual Forum at CES!

**DATE:** January 10, 2013

**TIME:** 8:00am-12:00pm

**LOCATION:** Embassy Suites Hotel,  
3600 Paradise Road, Las Vegas

**CONTACT:** [www.imdalliance.org](http://www.imdalliance.org)

[claudia.jablonski@imdalliance.org](mailto:claudia.jablonski@imdalliance.org)