

HARMAN's EV Plus+ Wins "Connected Car Innovation of the Year" in 2021 IoT Breakthrough Awards Program

Annual IoT Breakthrough Awards Program Recognizes Standout Internet-of-Things Companies and Products

LOS ANGELES ([PRWEB](#)) January 11, 2021 -- [IoT Breakthrough](#), a leading market intelligence organization that recognizes the top companies, technologies and products in the global Internet-of-Things (IoT) market today, today announced that [HARMAN](#), a wholly-owned subsidiary of Samsung Electronics Co. Ltd., focused on connected technologies and solutions for automotive, consumer and enterprise markets, has been selected as the winner of the "Connected Car Innovation of the Year" award in the 5th annual IoT Breakthrough Awards program in recognition of HARMAN's EV Plus+ solution.

With electric vehicle (EV) sales growing to nearly one-third of the total market share for new vehicle sales in the next 10 years, range anxiety and compromised consumer experiences remain as significant barriers to entry for many consumers as in-car features that require a power draw, including premium audio and entertainment, are often skipped over in the electric vehicle environment.

HARMAN believes that eco-friendly choices and superior in-car experiences are not mutually exclusive and has developed the EV+ solution, offering an intersection of hardware and software. Now, premium branded audio can be added to any EV Plus+ equipped vehicle through the HARMAN Ignite Store.

HARMAN's industry-first EV Plus+ solution offers customers a platform of software-enabled audio upgrades as well as a cloud-based marketplace of apps and features for an in-vehicle experience that doesn't compromise vehicle range or consumer enjoyment. A key component of EV Plus+ is Ecotect, a sustainably-built design that delivers powerful audio performance with 50% less overall system mass, 50% less speaker mass, and 30% fewer part locations than traditional premium audio systems. The Ecotect design framework provides the elevated listening experience desired by end users, but does so at half the weight of a traditional audio system, increasing the EV's range and easing consumer range anxiety.

"As exciting as the increased adoption of connected car and electric vehicles is, it is unfortunate that many green vehicles forgo high-quality entertainment and tech options," said James Johnson, managing director at IoT Breakthrough. "The average sound system on the market weighs just under 10 pounds, and when it comes to EV range, every ounce counts – even down to the thickness of the power wires. HARMAN is delivering breakthrough innovation to offset this potential barrier consumers may have in switching to eco-friendly vehicles, representing a transformational development in the connected car space. Congratulations to HARMAN on winning our 'Connected Car Innovation of the Year' award for 2021, and for earning an IoT Breakthrough Award five years running."

The mission of the IoT Breakthrough Awards program is to recognize the innovators, leaders and visionaries from around the globe in a range of IoT categories, including Industrial and Enterprise IoT, Smart City technology, Connected Home and Home Automation, Connected Car, and many more. This year's program attracted more than 3,850 nominations from companies all over the world.

"HARMAN is committed to delivering innovations that benefit society, consumers, and customers in a lower-carbon world, and EV Plus+ delivers on that commitment with a premium experience for electric vehicles built

on industry-first eco-friendly audio innovations,” said Tom Rivers, vice president, global marketing, Automotive & Connected Services, HARMAN. “We are honored to be recognized as a ‘breakthrough’ connected car leader as we continue our work to ensure our customers enjoy high-quality audio on the go while doing their part to make this a more livable earth for future generations.”

HARMAN’s EV Plus+ shows that it’s possible to deliver rich, meaningful experiences while complying with global environmental standards, including REACH, GADSL, IMDS, RoHS, TSCA, and WEEE. EV Plus+ assures drivers can maximize their Experiences per Mile without compromise.

About IoT Breakthrough

Part of the [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the IoT Breakthrough Awards program is devoted to honoring excellence in Internet-of-Things technologies, services, companies and products. The IoT Breakthrough Awards program provides a forum for public recognition around the achievements of IoT companies and products in categories including Connected Home and Home Automation, Connected Car, Industrial IoT (IIoT) and Smart City, Consumer IoT and more. For more information visit IoTBreakthrough.com.

About HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



Contact Information

James Johnson

IoT Breakthrough

<http://https://iotbreakthrough.com/>

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