

Retailer Principal	Sales Manager New Cars	Service Manager Parts Manager	Service Personnel	Parts and Accessories	Administration
Bulletin No. All-2011-08	Issued 03/04/11 For use within the BMW organization only		Jeremy Chiu Tel.: 905-428-5443 Fax: 905-428-5071		

BMW Canada Inc.

2011 Product Planning Bulletin



Subject: BMW Apps Package (ZOX)

Overview

In keeping with BMW's commitment to technological advancement, we are proud to announce the upcoming availability of "BMW Apps Package" effective as of April production (ZOX). As the next advancement in BMW's ConnectedDrive strategy, BMW Apps provides the ability to control specific Apps on the iPhone over the iDrive. Each time a new function is released, owners will be able to update and customize the infotainment capabilities of their vehicle simply by updating their BMW Connected App or by downloading a new BMW Certified 3rd Party App.

Price

BMW Apps Package will be available as a \$300 option. This package includes the Smartphone Integration (option 6NF). This option also includes Apps (option 6NR). For full media functionality the customer will also need to purchase a Snap-in Adapter as an accessory parts purchase.

Availability

- All 04/11 production MY11 and MY12 models in combination with the Navigation System (Option 609) (i.e. 128i Coupé, 323i Sedan and 328i xDrive Sedan Classic Edition Package cannot be equipped with BMW Apps Package)

Connection

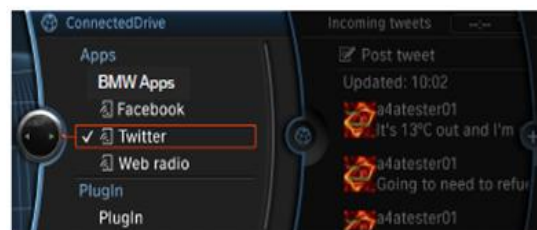
To access simply connect the iPhone to the vehicle's USB port in the center console or the Media/BMW Apps Snap-in Adapter. See the Technical Requirements section below for functionality per connection method.

Features

BMW Apps Package is split into three new features - Apps, PlugIn and Video Playback.

Apps – lets the customer use the BMW Connected App as well as future BMW certified 3rd Party Apps.

- BMW Connected App – is an app developed by BMW that contains multiple functions. It is currently available to be downloaded for free via Apple's App Store. The following features will be included at launch:
 - Web Radio** – listen to 1,000's of internet radio stations from all over the world. Search for stations by genre, country or popularity to make it easy to find your desired content. This feature can also be used on the customer's iPhone when not in the vehicle.
 - Facebook and Twitter** – stay connected and receive the latest status updates from your social network. Text-to-Speech functionality allows incoming messages to be read over the vehicles audio system. This feature also allows you to send pre-defined text messages relating to current vehicle information while traveling. The amount of text and functionality is limited to ensure safety and avoid driver distraction.
- BMW Certified 3rd Party App – is an iPhone app that is developed by another company but has been certified for use in your BMW. Announcements are forthcoming on which 3rd Party Apps will be available.



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PlugIn – changes the iDrive screen to the same look and feel as the iPod function on an iPhone. It allows you to take advantage of all the iPod features (Genius, album art, compiling playlists, etc) that are not available via the basic USB connection. With future iPhone software updates, new features will also be available in the car. An additional benefit comes in the way of increased interface speed.



Video Playback – enables video playback from the iPhone via the iDrive display. This function only works when the vehicle is stationary.



Ordering Requirements

The following features must be ordered to add package ZOX:

- 609 – Navigation with iDrive
- 639 – BMW Assist
- 6FL – iPod and USB adapter
- Note: For the X3, option 6NL (BMW Assist with enhanced Bluetooth and USB) is ordered instead of 639 (BMW Assist) and 6FL (iPod and USB adapter)

The following features are included with package ZOX:

- 6NR – Apps
- 6NF – Smartphone Integration

Technical Requirements

- iPhone (3G, 3GS or 4)
- BMW Connected App; available free of charge at Apple's App Store
- Connector:
 - Apple White Cable (or)
 - Media/BMW Apps Snap-in Adaptor – Accessory Parts Purchase (required for PlugIn and Video Playback functions).

	Media/BMW Apps Snap-in Adaptor Part Number
iPhone 3G/3Gs	84 21 2 158 683
iPhone 4	84 21 2 199 392

Connection	Supported Features		
	Apps	PlugIn	Video Playback
Apple's White Cable (USB)	✓		
Media/BMW Apps Snap-in Adapter	✓	✓	✓

Note: It will not be possible to retrofit ZOX on vehicles produced prior to 03/11 (04/11 for X models).