

BMW 5 Series launches gaming platform

Stationary in-car playing a way to pass time during long stops

Electric vehicles are gradually populating our highways. They're sleek, quiet and energy efficient. A knock, however, is the time it takes to recharge them.

Drivers spend an ample amount of time at charging stations. Time spent can range from 20-40 minutes. BMW, meanwhile, might have found a way to make the time pass quickly. It's partnering with gaming platform AirConsole to introduce a unique kind of in-car gaming to the road for the first time in the BMW 5 Series.

It allows the driver and passengers to play casual games while the vehicle is stationary, as a way of passing time while waiting for the vehicle to charge and avoid distracted driving, for example. In addition to the BMW 5 Series, the AirConsole app will be successively offered in other vehicles. The livery transforms the BMW 5 Series sedan into the ultimate-gaming station – not only technically but visually.

To enjoy the in-car gaming experience, players need their smartphone, which acts as a controller, and the BMW Curved Display. Once the AirConsole app is started inside the vehicle, the connection between the smartphone and the vehicle is intuitively established by scanning a QR code on the Curved Display.

The AirConsole app supports



GAME TIME – Passengers will be able to enjoy playing video games in their BMW 5 Series vehicles. The automaker is teaming with AirConsole to make those long stops more tolerable. *Image: NewsPress USA.*

multiple players simultaneously. Rear passengers also can participate. It's possible to play alone or with vehicle occupants together or in competition mode.

Players can choose from a variety of casual games – ones that are easy to pick up and play. The selection available for the market

introduction of the new BMW 5 Series sedan includes racing, sports, quiz and music quiz games, as well as simulation, strategy, jump-and-run and puzzle games.

The titles available to play from the start include “Go Kart Go”, “Golazo”, “Music Guess” and “Overcooked”. The portfolio will be

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continually expanded.

To celebrate the launch, BMW is presenting a BMW i5 with a unique gaming wrap. Its design symbolizes driving into the game experience down to individual pixels. Large pixels are recognizable as a homage to the iconic eight-bit era of computer games.

The color scheme takes its inspiration from the various games available on the AirConsole platform. Elements of video-game controllers wrap around the i5 and pick up on the unique solution for in-car gaming with AirConsole, where the smartphone becomes the controller and puts all the game-play options at the players' fingertips.

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