

## Why I have an iPhone

Obviously, one of the major features about the C7 Corvette was something they called “The Infotainment System”. This was a major 201X “thing” that was coming of age. Reviews about various manufacturers attempts at providing microprocessor based / touch screen control systems that would interface via Bluetooth were all over the map. Some getting good reviews and some getting poor reviews. Following the push-button system in the C5 anything GM did would be an improvement, but I was looking at ease of use and maximum capability. So I studied this aspect a lot.

There was precious little material out there and about halfway through my actual order wait time; they finally came out with a digital brochure on the “Infotainment System”. Being an Android guy and basically an “I” anything hostile that went back to the late 80’s; I was very curious about the Android interface, from both a phone and tablet perspective. I read the brochure and studied the reviews on the internet of all the “sneak-peeks” that came out about the same time as the brochure. Almost everything, that I read had clear statements that the “infotainment system” was compatible with both iPhone and Android. Virtually everything stated from any source talked about the features of the system and NOT the interface, other than that it was compatible with both systems.

Then something caught my attention: While the text was clearly showing no favoritism and staying focused on the features of the system – there was precious little describing the interfaces that would obviously be different. BUT the thing that caught my attention; was the fact that every picture showed an iPhone or iPad – THERE WERE NO PICTURES OF ANDROID PRODUCTS.

The research intensified. I started to go through all the contacts I had to Corvette, Chevrolet, and GM that I could reach out to with the question about the lack of ANDROID pictures. After several days of phone calls and working my way through the system of “experts” provided to an interested ORDERED customer. I finally got to this one girl, who identified herself as the manager of the Corvette infotainment system, which was as it turns out totally unique across all GM products. She was in a department of her own – and I knew that when she answered the phone.

The call started off very friendly, but I could also tell she was playing the call very “close to the vest”. She was an excellent corporate GM person. Friendly but protective. So finally after several minutes of not getting to the point, I verbally confronted her with my major issue with the facts of the links I referenced her to.

I could tell by the silence at the end of my description of the issue that she felt trapped. But then suddenly she started to talk – very openly. She started to explain how many programmers she had working on the project and all about the deadlines to meet up with production. She explained that when she had been handed the task of designing the infotainment system software the complexity of the user interface in the Corvette environment was riddled with huge amounts of code with limited resources.

We got to the nitty-gritty. It turns out that when first attacking the “phone interface” via Bluetooth that she had two guys available. When she looked into the Android Interface requirements; they pointed her to FIVE different companies. BUT when she approached Apple, there was ONE!! So when confronted with a two to five ratio or a two to one ratio – Apple won out as “first”. So the creation of the initial user interface and the iPhone interface were the first parts of the project to be “DONE”. And they were DONE just in time for the photo shoots for the promotional literature – THEREFORE THE APPLE PRODUCT PICTURES. That was the stuff that they actually had working at that time. The Android “packages” while needing to be addressed in time for Production Release, had not been completed as yet and were still (two months away from production) needing to be worked on.

**SO, I went out and traded in my Android Phone for an iPhone of the exact model shown in the pictures.**