



Vehicle Infotainment eXperience

Product Statement

Dashboard software for any phone, in any car.

For drivers with dynamic lifestyles, who need to stay active, connected, and in control while on the road, VIX is an infotainment application that delivers the simple, safe, secure in-dash experience that ought to come standard in every vehicle — regardless of make, model year, or OEM platform decisions.

The average US vehicle is now 12.8 years old, and more than 200 million of them on the road today will never receive Apple CarPlay Ultra or Android Automotive OS. The drivers in those vehicles still need to navigate, communicate, and listen — and most of them do it by reaching for a phone wedged in a cupholder. In 2024 alone, 3,208 Americans died and over 315,000 were injured in distracted-driving crashes (NHTSA). VIX exists to give those drivers a better option.

What VIX does

- **Brings together** calls, navigation, music, and trip management under a single consistent, glance-and-go interface — safe and legal to operate behind the wheel.
- **Keeps your most important contacts close** in a speed-dial that learns from use, with one-touch text-with-ETA so you communicate without typing.
- **Guides you to the right place to refresh, rest, or refill** based on direction, route, and your saved preferences — without breaking the route you're already on.
- **Plays music, audiobooks, radio, and major streaming services** with controls sized for a fingertip, not a touch-screen menu tree.
- **Warns you about hazards before they happen** — our patent-pending preemptive safety alert detects approaching motorcyclists and emergency vehicles automatically and delivers a full-screen, full-audio warning. No user input required.
- **Blends technology with a premium feel** — a luxury infotainment experience for any car, for everyone.

How VIX is different

Unlike most competitors, VIX is not built for a specific mobile platform, automotive brand, or model year. It delivers the same uniform experience as you move between different cars and mobile devices — your phone in your spouse's car, your rental on a business trip, your teenager's first vehicle. The big platforms (Apple CarPlay Ultra, Android Automotive OS, OEM-native infotainment) work only inside new vehicles built by specific manufacturers. VIX is the layer for everyone the big platforms left behind.

And unlike navigation incumbents (Waze, Google Maps, Apple Maps) that optimize for time-to-destination and rely on drivers tapping in hazards after the fact, VIX is built safety-first: preemptive warnings, automatic detection, full-screen interrupts. The driver does nothing. The app does the work.

The 3S Formula

- **Simple** — for anyone to use, with no learning curve.
- **Safe** — for everyone in the vehicle, with risk minimization built in.
- **Secure** — with Do-Not-Disturb during drive, parental mode, encrypted location handling, and crash detection.

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About us

We are ambitious and passionate technical people with a single goal: blend technology with simplicity to help people stay focused and safe on the road. We build software that is intuitive and easy to use, that requires no training and no getting-used-to time. We challenge every feature and every product our competitors have developed, asking whether there's a better and more efficient way to do that single function. We also have ideas competitors haven't seen or thought possible — and we're introducing them in our product to give VIX a cutting-edge advantage against everything in the market today.

Universal eXperience Ventures LLC is building the best infotainment experience in your car: simple, powerful, and the one you'll use safely every time you drive or commute, in any vehicle. The idea for VIX and the company behind it was born out of pain from using existing infotainment systems — and a strong need for an experience that is safe, user-friendly, and accessible to everyone.

Team

- **Ivo Georgiev — CEO & Founder.** 25 years software development → Enterprise Technology Architect; Product vision and lead inventor on the patent.
- **Vesco Zlatev — CTO & VPE & Cofounder.** Former VP Engineering at Cisco. 30 years of engineering leadership spanning startup-first-hire to Fortune 500, with multiple successful acquisitions.
- **George Emilov — CPO & BD & Cofounder.** Former Product Manager at Cisco. 30 years CTO experience (WebMessenger, CallWave / FuzeBox); product discipline and partner pipeline.

Advisors

- **Omo Velev (Rivian)** — Senior Development Engineer at Rivian. 37 years R&D in alternative energy and automotive battery / fuel-cell systems.
- **Valeri Nenov (UCLA, ret.)** — Adjunct Professor, Neurosurgery; PhDs in Computer Science and Neuroscience; AI / ASR / clinical-information-systems researcher; founder of three companies.
- **Val Babadjov (VideoEngager / LeadSecure)** — Lead investor/chairman of VideoEngager; serial entrepreneur and venture capitalist with 35+ years of software business leadership; member of Band of Angels, Sand Hill Angels, Keiretsu Forum, Tech Coast Angels, Pasadena Angels.

Status

The iOS application is in pre-production development at 25% functional completion. Additional engineering, QA, and polish are required before App Store deployment, which is targeted for December 2026. A provisional patent on the preemptive safety alert feature was filed in November 2022 (McKinney Phillips LLC); non-provisional conversion is funded as a line-item in the current Stage-1 raise.

~Everything is possible. The impossible just takes a little longer.~