Enabling Seamless Connectivity & Enriched In-Vehicle Infotainment Experiences Whilst Mitigating Driver Distraction

Analyzing Consumer Use Cases For Commercially Viable Integration Of Devices, Apps & Features

Join In Cutting-Edge Discussions On Key Issues Impacting Connected Infotainment Development Including:

✓ **CONNECTIVITY STRATEGY**: Enabling Seamless Connectivity Through Built-In, Brought-In, Or Beamed-In Connectivity And Defining Supporting Infrastructure Requirements

✓ **CONSUMER DEVICE INTEGRATION**: Overcoming Barriers To Provide Seamless Integration Of Consumer Devices Into The Vehicle To Provide The Missing Link Between Life And The Car

✓ **DRIVER DISTRACTION**: Merging OEM And Regulator Perspectives For Implementing Distracted Driving Requirements Without Impeding The Deployment Of Useful Technology That Customers Demand

✓ **USE CASE APPLICATIONS**: Looking Through The Lens Of The Consumer To Understand Potential Use Case Applications Enabling Commercially Sound Integration Of New Technologies

✓ **STANDARDIZATION**: Providing A Neutral Platform To Drive Forward Industry Collaboration For Cost-Effective Standardization Of Non-Differentiating Features

✓ **APP INTEGRATION**: Identifying Specific Content For Automotive Vehicle Use Cases To Streamline Integration Efforts As Part Of A Profitable Connectivity Strategy That Meet Consumer Demands

✓ **MONETIZING CONNECTIVITY**: Evaluating Viable Billing Strategies And Future Business Opportunities To Drive Revenue Potential From Connected Cars And Ensure Adequate Return On Investment

✓ **VOICE RECOGNITION**: Streamlining Natural Speech Capability For Vehicle Specific Use Cases To Provide Improved Experience For The Consumer, Enabling Connected Experiences With Limited Driver Distraction

February 12-13 2013
San Francisco | CA
Dear Colleague,

Would you like to benchmark your connectivity strategy, learn about future infotainment market trends, and discuss cutting-edge innovations with industry leaders?

If so, then you should join us at the Connected In-Vehicle Infotainment Global Summit California 2013 where Vehicle OEMs, Telecommunications and IVI experts will assess strategic approaches and best practices for enabling seamless connectivity and enriched in-vehicle infotainment experiences though integration of devices, apps and features.

Integrating smart phones into vehicles and ultimately providing seamless and continuous connectivity is absorbing significant levels of investment from OEMs as they strive to differentiate their products and keep up with consumer demands.

However, in order to ensure delivery of in-vehicle infotainment that is commercially viable, automakers must understand consumer use cases to decipher exactly what technologies are worth implementing.

Cross industry collaborations, shared learnings and standardization will also be key to drive in-vehicle infotainment innovation forward and allow for commercially viable, future proofed and seamless connectivity for the consumer.

Showcasing perspectives from over 18 Vehicle OEMs and key industry stakeholders, this forum will provide you with a neutral platform to explore cost-effective realization of the new digital drive style.

Please browse through the enclosed agenda and visit www.in-vehicle-infotainment.com to book your place.

I look forward to meeting you in California in February.

Kind regards

Tahlia Roberts
Conference Director

5 Key Reasons To Attend

1. Benefit from crucial discussions between Vehicle OEMs and key industry stakeholders including Telecommunications, Regulators & Consumer Device Manufacturers to gain a multi-industry perspective & drive forward innovation.

2. Join in active discussions on standardization, app content, driver distraction, and connectivity strategy to pave the way for the new digital drive style.

3. Enjoy exclusive networking opportunities across the two days, including a drinks reception at the end of Day One; the perfect setting to intermingle with colleagues, peers and new acquaintances alike.

4. Review leading OEMs integration efforts and explore possibilities for intuitive standardized connectivity to enhance usability and provide a seamless connection between life and car.

5. Understand and benchmark models for monetizing connectivity to capitalize on revenue generation opportunities, accelerate payback and shape your infotainment business case.

Sponsorship And Exhibition Opportunities

At The Connected In-Vehicle Infotainment Global Summit California 2013

Need to generate new sales leads, engage decision makers, build new future business relationships in this growth market, or simply educate the industry about your new product? Then you need to exhibit at the Connected In-Vehicle Infotainment Global Summit California 2013. Our busy exhibit area is an integral part of the Summit and is of genuine practical value to delegates, who are looking for new solutions and technologies. Becoming a Conference Sponsor will help you position yourself as a market leader and centre of excellence to the key decision makers from across the industry.

See Page 7 For Further Information
Day One
Tuesday February 12, 2013

8.50 Chair’s Opening Remarks
Anupam Malhotra, Senior Manager Connected Vehicle, Audi of America

OPENING KEYNOTE PANEL: CONNECTIVITY STRATEGY

9.00 Benchmarking Industry Strategies To Enable Seamless And Continuous Connectivity To The Consumer: Built-In, Brought-In or Beamed-In?
• Defining connectivity through the lens of the consumer: What does it mean for the future of innovation?
• Evaluating approaches for embedded vs. tethered connectivity strategies to provide seamless connectivity for the user – where is the industry heading?
• Weighing up the trade offs of cost, quality and usability for brought-in vs. built-in to identify strengths and limitations
• Overcoming barriers to achieve sustainable and cost-effective solutions for bringing connectivity of the vehicle
• Identifying benefits of continuous connectivity – how does it impact the consumer experience?
• Understanding the purpose of car to cloud communication to highlight performance benefits of embedded connectivity – what are the risks?
Frederic Maire, Director Renault Innovation, Renault
Henry Bzeih, Chief Technology Strategist, KIA Connected Car

9.40 Question & Answer Session

CONSUMER DEVICE CONNECTIVITY

9.50 Overcoming Barriers To Providing Seamless Integration Of Consumer Devices Across The Life Cycle Of The Vehicle
• Conquering interoperability challenges to deliver a consistent experience across multiple platforms (iOS, Android Windows) – how to cost effectively update software to maintain compatibility with smart phones
• Delivering a sustainable solution to support consumer device compatibility for the life of the vehicle
• Identifying potential partnerships to overcome technical limitations to provide a supported ecosystem for the smart phone and other mobile devices
• Future trends and disruptive devices forecast to impact the vehicle environment – where is the industry heading beyond 2020?
Doron Elliot, Global Bluetooth Lead, Ford

10.20 Question & Answer Session

FINDING INNOVATIVE BUSINESS SOLUTIONS WITH VEHICLE CONNECTIVITY

10.30 Identifying Future Business Opportunities For The Connected Vehicle To Drive Potential For Revenue Generation, Expansion Opportunities And Cross Branding
• How will revenue streams change as cars become connected? How can these new systems be made profitable?
• Using connectivity to enhance and strengthen customer vehicle relationship and improve service retention
• Understanding how connected vehicle will change business model to increase potential for ongoing and indirect revenue generation
• Outlining potential for direct revenue generation with cross promotion and premium features
• Opportunities for partnerships e.g. to provide data to insurance providers to enable usage based insurance
Rashiq Zarif, Senior Manager, Business Innovation, Research & Development, Mercedes-Benz

11.00 Question & Answer Session

11.10 Morning Refreshments In The Exhibition Showcase Area

CONNECTIVITY INFRASTRUCTURE: INDUSTRY PANEL

11.40 Defining Projected Infrastructure Requirements And The Role Of Telecommunications Carriers And Government In Supporting Seamless Connectivity In The Vehicle: Will Infrastructure Be Able To Cope With The Pace Of Innovation?
• Strategies for projections for increased demand on networks – how do carriers plan to support the infrastructure to allow a network of connected vehicles?
• Addressing the issue of coverage in remote locations vs. metropolitan cities: Leveraging roaming agreements to allow for continuous and reliable connectivity for the consumer
• Identifying transferrable lessons from international perspectives on supporting infrastructure and identifying potential global strategies to allow for international seamless connectivity
• Evaluating predicted life cycle for 4G and LTE to maintain connectivity for the life of the vehicle
• Developing standardized modern, antennas and hardware to improve reliability and promote seamless connectivity across platforms
• Enabling short reach communications for vehicle 2 vehicle and vehicle 2 road connectivity – What role does Government play in providing infrastructure to support connected vehicles?
Chris Penrose, Senior Vice President Emerging Devices, AT&T
Mike Bray, Vice President & GM – Connected Vehicle Program, Sprint

12.10 Shared Question & Answer Session

BILLING STRATEGIES: INDUSTRY PERSPECTIVE

12.20 Identifying The Automotive Vision Of Telecommunication Companies To Drive Value By Delivering Billing Strategies For Embedded And Tethered Solutions
• Identifying transferrable lessons for consumer trends – how will they react to another subscription?
• Understanding billing strategies for data bundling, subscription services and session based pricing to deliver affordable and manageable connectivity to the consumer
• Comparing billing strategies for embedded vs. tethered solutions vs. Wi-Fi hotspots
• Overcoming aftersales issues – how will carriers react to OEMs providing a ubiquitous platform for the user to prevent complications when a vehicle is sold?
• Comparing strategies for embedded and tethered solutions: will data use be different?
• Assessing billing strategies for global roaming to decipher the progress and steps necessary to – create a universal model
Chris Penrose, Senior Vice President Emerging Devices, AT&T
Mike Bray, Vice President & GM – Connected Vehicle Program, Sprint

12.50 Shared Question & Answer Session

1.00 Networking Lunch In The Exhibition Showcase Area

IN-VEHICLE APPS: DEVELOPING SEAMLESS APP EXPERIENCE FOR SPECIFIC AUTOMOTIVE CONTENT FOR IN-VEHICLE USE CASES

MOBILE APP INTEGRATION

2.00 Benchmarking The Most Effective Method To Integrate Applications Into Infotainment System To Provide A Seamless Experience Whilst Mitigating Driver Distraction
• Strategies for utilizing connectivity to develop apps for specific use cases in the vehicle – how will apps help save time, safe money, safe lives?
• Understanding the benefits of integrating emerging technologies to provide a smooth transition for smart phone connectivity
• Scrutinising pros and cons of embedded vs. screen replication to provide a well balanced solution for use of apps in the vehicle
• Understanding consumer use cases for app integration – what is the purpose and what will they use it for?

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• Standardizing functionality and evaluating use cases of embedded and tethered apps to enhance the ownership experience
• Evaluating the barriers and critical features of screen replication technology and developing collaborative solutions

Robert Passaro, Head of BMW App Center Mountain View, BMW

2.30 Question & Answer Session

CONSUMER APP REQUIREMENTS: INDUSTRY PANEL

2.40 Evaluating What The Consumer Actually Wants In Their Vehicle – What Apps Are Actually Applicable In An Automotive Sense?

• Understanding true consumer demand for apps in vehicles – which apps to consumers want to access in the vehicle environment?
• Identifying transferrable lessons from consumer devices, content aggregators and other industries to discover app potential in the vehicle
• Developing apps for specific use cases in the vehicle – which apps are suitable? What content needs to be available?
• Identifying vehicle specific content of apps – how will the app structure make sense in a vehicle? How will content develop?

Steffen Neumann, Portfolio Manager App Development Group, Research & Development, Mercedes-Benz
Bret Scott, Strategy Manager For UConnect, Chrysler

3.10 Question & Answer Session

3.20 Afternoon Refreshments In The Exhibition Showcase Area

CASE STUDY: LOCATION BASED APPS

3.50 Evaluating The Demand, Use Value And Business Case For Location Based Apps To Enhance The Driver Experience

• Identifying location based in vehicle and extended use cases for apps in the vehicle – real time traffic, navigation, points of interest (POI), destination information, smart charging

Bret Scott, Strategy Manager For UConnect, Chrysler
Rasheq Zarif, Chief Technology Strategist, KIA Connected Car
Sanjay Khunger, Chief Technologist - OnStar, General Motors
Per Rodjer, Business Market Manager Infotainment, Volvo Car

• Utilizing data from vehicles to improve reliability of apps, such as real time traffic, to deliver a better product for the customer?
• Exploring the social side of location based apps for entertainment, audio and networking
• Benchmarking the business case for location based apps – is it commercially viable? How does automotive impact the business case for app developers?
• Forming partnerships between vehicle OEMs and content aggregators to utilize data from vehicles to support the integrity of location based apps
• Leveraging cross branding and marketing opportunities with app developers by linking data for cross promotion to contribute to the overall user experience

Pierre-Francois Le Faou, Chief Project Infotainment Engineer, Renault

4.20 Question & Answer Session

AUDIO ENTERTAINMENT

4.30 Pushing The Boundaries Of The Audio Experience To Enable Seamless Streaming, Customized Content And Discover Social Capabilities

• Understanding how seamless connectivity can contribute to enhancing streaming capabilities for internet radio and on demand services to provide consistent quality and enhance range
• Defining the landscape for future in-vehicle audio experience including mood based radio, customized content, audio books, curated playlists to music sharing and social capabilities
• Exploring the capabilities of audio applications such as Spotify, Rhapsody, AHA Radio, Pandora to enhance the user experienceEvaluating the future of internet radio and impact of royalty fees on profitability

Wm. Tyler Walker, Chairman of the Detroit Section, Audio Engineering Society

5.00 Question & Answer Session

5.10 Chair’s Closing Remarks Day One

5.20-6.20 Networking Drinks Reception In The Exhibition Showcase Area

2013 Speaker Faculty

✓ Anupam Malhotra, Senior Manager Connected Vehicle, Audi of America
✓ Robert Passaro, Head of BMW App Center Mountain View, BMW
✓ Harry Lightsey, Executive Director – Federal Affairs, General Motors
✓ Frederic Maire, Director Renault Innovation, Renault
✓ Matt Jones, Senior Technical Specialist Infotainment, Jaguar Land Rover
✓ Rasheq Zarif, Senior Manager, Business Innovation, Research & Development, Mercedes-Benz
✓ Henry Bzeih, Chief Technology Strategist, KIA Connected Car
✓ Doron Elliott, Global Bluetooth Lead, Ford Motor Company
✓ Sanjay Khunger, Chief Technologist - OnStar, General Motors
✓ Jonas Soderqvist, Director User Experience & Connectivity, Volvo
✓ Per Rodjer, Business Market Manager Infotainment, Volvo Car
✓ Bret Scott, Strategy Manager For UConnect, Chrysler
✓ Gregg Hedgren, Manager- Connected Vehicle Services, Nissan
✓ Andrew Gellatly, Technical Fellow – HMI & Human Factors – User Interface Group Lead, General Motors
✓ Steffen Neumann, Project Management – Vehicle Relationship Management Infotainment, Mercedes-Benz
✓ Pierre-Francois Le Faou, Chief Project Infotainment, Renault
✓ Wm. Tyler Walker, Chairman of the Detroit Section, Audio Engineering Society
✓ Chris Penrose, Senior Vice President Emerging Devices, AT&T
✓ Mike Bray, Vice President Emerging Devices, Sprint
✓ Daniel Smith, Senior Associate Administrator, Vehicle Safety, National Highway Traffic Safety Administration
✓ Mika Rytkönen, President, Car Connectivity Consortium & Director, Industry Operations, Nokia
✓ Bhaskar Krishnamachari, Associate Professor, University of Southern California

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8.50 Chair's Opening Remarks

INFOTAINMENT ECOSYSTEM: INDUSTRY PANEL

9.00 Driving Forward Cross Industry Collaboration To Develop Shared Visions And Identify Potential Partnerships Within The Infotainment Ecosystem

- Defining the objectives and recognizing shared learnings of key stakeholders in the infotainment eco system including Vehicle OEMs, Consumer Device Manufacturers, Telecommunications Providers, Regulators, Software Development, Universities and Academics
- Identifying potential partnerships to enhance the eco system and drive innovation forward to support the emergence of OEMs into Silicone Valley
- Developing universal solutions to reduce part complexity – how can we produce standards to enable seamless integration for the overall benefit of the consumer?
- Discovering trends and disruptive technologies revolutionizing other industries which may impact the vehicle environment
- Transferrable lessons to in what consumers want and what they are demanding – where is the industry heading?
- Opportunities with universities and academics to encourage rapid prototyping for use case analysis – generating test beds and kick starting research and development
- Pinpointing new unconventional industries can assist in the development for the automotive space

Matt Jones, Senior Technical Specialist Infotainment, Jaguar Land Rover
Bhaskar Krishnamachari, Associate Professor, University of Southern California
Mika Rytkönen, President, Car Connectivity Consortium & Director, Industry Operations, Nokia

9.30 Question & Answer Session

DRIVER DISTRACTION

9.40 Solutions For Implementing Distacted Driving Requirements Without Impeding The Deployment Of Useful Technology That Customers Want

- Defining driver distraction and OEM responsibility – why is driver distraction such an issue?
- Leveraging technology to not only meet the consumer need for features but also prevent driver distraction issue from getting larger
- Developing compelling user interfaces to encourage drivers to utilize inbuilt integration and deter them from using their mobile phone to prevent use of consumer devices in vehicles
- Understanding factors contributing to cognitive workload of the mind and identifying features competing for drivers’ attention – how do you develop interfaces that are not restrictive but not cognitively demanding?
- Balancing the business case – delivering tools and education to prevent distracted driver while delivering features that the consumer actually wants
- Evaluating features such as texting in the vehicles – how to disable texting for driver but not passengers

Harry Lightsey, Executive Director – Federal Affairs, General Motors

10.10 Question & Answer Session

DRIVER DISTRACTION: REGULATOR PERSPECTIVE AND ACTIVE DISCUSSION

10.20 Understanding Different Agencies Perspectives On Connectivity And Driver Distraction To Assess The Best Way Forward For Building A Common Regulatory Framework That Allows Innovation While Keeping Roads Safe

- Highlighting what can be done to reduce the cognitive load on the driver and the role this will have on regulation development
- Providing insights into the regulator perspective on current approaches and standards being implemented by OEMs in light of no formal regulations

- Assessing phase 1 of NHTSA regulation implementation and considering key questions around the meaning of some of those regulations and how they are going to be enforced?
- Understanding how much time there is likely to be between phase 1 and 2, and the potential impact of phase 2 developments on previous phase 1 work
- Exploring enforcement of regulations on the driver: Changing driver behavior as a key contributor to overcoming distraction issues and ensuring infotainment systems are useful enough to mitigate device use
- Reviewing the necessary precursors and current progress towards employing global standards for a solution that is commercially pragmatic

Daniel Smith, Senior Associate Administrator, Vehicle Safety, National Highway Traffic Safety Administration (via video link)

10.50 Question & Answer Session

11.00 Morning Refreshments In The Exhibition Showcase Area

STANDARDIZATION

11.30 Providing A Neutral Platform To Discuss The Need For Cost-Effective Standardization Solutions For Non Differenitcating Features To Enable A Consistent Consumer Experience

- Defining standardization for the in-vehicle infotainment eco system – what do we want to standardize? Why has standardization not been achieved?
- Outlining the benefits for standardization and promoting cross fertilization between OEMs and suppliersIdentifying boundaries for differentiating features and areas which should be standardized to reduce industry fragmentation and segmentation to improve the overall consumer experience
- Highlighting examples of loosely applied protocols obstructing the natural maturity of the product
- Using standardization as leverage between OEMs and tier 1 suppliers to tackle interoperability for a consistent experience across mobile platforms
- Drawing comparisons between other industries to develop global standardization to overcome cultural barriers
- Evaluating various industry alliances for base operating systems, open source software – what are the strengths and limitations?

Facilitated By: Matt Jones, Senior Technical Specialist Infotainment, Jaguar Land Rover
Gregg Hedgren, Manager- Connected Vehicle Services, Nissan
Collin Bruce, Marketing Director, MontaVista
Mika Rytkönen, President, Car Connectivity Consortium & Director, Industry Operations, Nokia (Panelist)
Boris Geller, Head of Market Development, Black Duck Software (Panelist)

12.00 Question & Answer Session

MATCHING HMI INPUT OPTIONS TO USE CASE APPLICATIONS

12.10 Best Practices For Matching HMI Input Options To Customer Use Case Applications: Pinpointing Specific Use Cases And Evaluating Solution By Utilizing Current Technology Solutions

- Effectively conceptualizing consumer use cases as the key to natural interaction with the vehicle, reduced driver distraction and manageable cognitive loads
- Understanding the tasks consumers want to be able to execute whilst driving to evaluate the ideal way to address each challenge and the most effective input method – justifying the value proposition of the service
- Combining the right logic and input pair for every particular use case across switch gear, touch screen, MMI controller, speech recognition, gesture controlled, eye tracking – how do we best take advantage of the technology we have in the vehicle?
- Benchmarking industry approaches to identify the best ways of enabling interaction with web content

Andrew Gelliaty, Technical Fellow – HMI & Human Factors – User Interface Group Lead, General Motors

12.40 Question & Answer Session

12.50 Networking Lunch Break In The Exhibition Showcase Area
### ADVANCED DRIVER ASSISTED SYSTEMS

**1.50 Understanding How The Connected Landscape Will Improve Advanced Driver Assisted Systems And Safety**

- Showcasing capabilities of infotainment systems and evaluating different technologies available to support increased safety in critical situations
- Assessing the potential communication-based safety applications for vehicle-to-vehicle communication and near-field technologies to prevent unnecessary crash situations
- Evaluating effectiveness of reactive intervention technologies to support driver drowsiness detection
- Future possibilities of Autonomous Driving—where are we on the continuum towards autonomous vehicle?
- Utilizing apps to educate the driver and provide daily dialogue and real-time report cards to assess performance and suggest improvement

Anupam Malhotra, Senior Manager Connected Vehicle, Audi of America

### VOICE RECOGNITION

**3.40 Streamlining Natural Speech Capability For Vehicle Specific Use Cases To Provide An Improved Experience For The Consumer And Prevent Driver Distraction**

- Pushing forward innovation to enable sophisticated natural speech capabilities for vehicle-specific use cases
- Justifying the development for the practical use of speech-enabled features for voice interaction to provide a superior solution than using mobile phone in vehicle to prevent driver distraction
- Identifying critical evaluations of current speech recognition software to identify areas for improvement—does it help prevent driver distraction?
- Evaluating the progress for enabling natural speech function across languages and cultures
- Identifying research studies making waves in voice activation and uncovering new developments
- Deciphering the most cost-effective ways to repackage web content from text-speech and making it accessible via voice input

Henry Bzeih, Chief Technology Strategist, Kia Connected Car

### ENABLING TECHNOLOGY: AUGMENTED REALITY

**2.30 Investigating How Best To Capitalize On Augmented Reality Technologies To Enrich The Driver Experience And Enhance Safety**

- Identifying realistic use cases for augmented reality technology to improve and assist the driver experiences and augmented reality to the next big trend or just a fad?
- How likely is it that AR will revolutionize the realm of in-vehicle infotainment?
- How useful are applications for the vehicle and what features could the technology best enhance?
- Analyzing the trade-offs between integration via smartphone device, eyewear or next-generation heads-up display
- Scrutinizing the influence of augmented reality on safety—help or hindrance?

Sanjay Khunger, Chief Technologist – Onstar, General Motors

### USER INTERFACE: FUTURE AUTOMOTIVE COCKPIT

**4.20 Balancing Visual Appeal And Innovative Design Of User Interface And Cockpit With The Need To Mitigate Driver Distraction And Reduce Cognitive Load**

- Identifying potential driver distraction implications of enhanced visual displays to the cognitive load on the driver
- Exploring disruptive trends and user interface capabilities—what does the future automotive cockpit look like?
- Analyzing the trend of high-impact digital cluster displays, larger screens and steering wheel reconfigurations—have we gone too far?
- Identifying key cultural differences in symbols, icon, language, and color preferences to enhance the visual to appeal
- Understanding how to design for cognitive differences in learning styles and user behavior to help define ‘easy to use’ and ‘intuitive’ design for specific cultures and help to provide universal standardization of infotainment interfaces
- Highlighting shared learnings from technology industries to contribute to guidelines and best practices in automotive user interface design and evaluation for accommodating cross-cultural experiences

Andrew Patterson, Business Development Director, Mentor Graphics

### 3.10 Afternoon Refreshments In The Exhibition Showcase Area

### 4.10 Question & Answer Session

### 4.50 Question & Answer Session

### 5.00 Chair’s Closing Remarks

### 5.10 End Of Summit
The Connected In-Vehicle Infotainment Global Summit California 2013 offers a unique platform for you to deliver your message, raise awareness and network with industry leaders working on developing connected cars through cutting-edge infotainment systems.

Achieving Your Business Objectives
At The Connected In-Vehicle Infotainment Global Summit California 2013

DEMONSTRATE THOUGHT LEADERSHIP
Connected in-vehicle infotainment for the automotive sector is a growing area of technological development. You may be pioneering these advances, but do your customers know what differentiates you from your competitors? Use targeted, editorially reviewed keynotes and case studies to demonstrate thought leadership to your target audience.

RAISE BRAND AWARENESS AND INCREASE YOUR PROFILE
Any solutions selected by Vehicle OEMs must be subjected to careful comparative cost-benefit analysis. Of course automakers take into account, profile, credibility and market leadership when selecting suppliers to support, their electric vehicle strategies. Your organization must be at the forefront when these decisions are made. Cement your leadership position with targeted branding and profiling campaigns directed at the leading Vehicle OEMs.

MEET AND NETWORK WITH DECISION MAKERS
Thought leadership, branding and profiling are converted into contracts through extensive face-to-face relationship building. As a dedicated event to in-vehicle infotainment, this intimate forum enables you to meet specific job titles in one place at one time, giving you the best possible chance of influencing key decision makers.

Who Will You Meet?

Attendees By Organization Type:
- 36% Vehicle OEMs
- 26% Tier 1 Suppliers & Hardware Manufacturers
- 19% Content Suppliers, Software Developers & Application Providers
- 9% Telecommunications, Wireless Carriers & Service Providers
- 5% Consumer Electronic Manufacturers
- 5% Academic, Press & Trade Associations

Attendees By Job Titles:
- 20% VPs Infotainment, Connectivity, Telematics, Marketing Innovation
- 38% Directors Connectivity, Infotainment, Connected Car Development
- 30% Managers HMI, Connectivity, Business Development, Digital Communications
- 12% Senior Engineers, Technical Specialists & R&D experts

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