

4th International Conference

CONNECTED VEHICLES

- Technical innovations enabling full automotive connectivity
- Improvements in vehicle safety and intelligent transportation
- Usability and HMI of next-generation connected cars

12th – 14th April 2011 | Grand Hotel Esplanade Berlin, Germany



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Hear international case studies from **14** leading companies and institutes:

- **Jaguar Land Rover**
- **TomTom International B. V.**
- **Nokia Corporation**
- **Panasonic Automotive Systems Company**
- **Strategy Analytics**
- **Garmin Europe**
- **Harman International**
- **Ericsson GmbH**
- **TNO**
- **Adam Opel GmbH**
- **AccuRadio.com**
- **Vodafone Global Enterprise**
- **Continental Automotive GmbH**
- **Centro Ricerche Fiat S.C.p.A.**

- Assess special requirements of **HMI** in connected vehicles to make driving **safer, easier** and more **enjoyable** while avoiding **driver distraction**
- Hear about the **major players** and **technologies** that will shape future vehicle design to meet your customers' demands
- Consider advantages and inhibitors of **embedded nomadic devices** versus **fully integrated systems** to find out which solution to use for different services
- Discuss customers' expectations and acceptance to critically assess the introduction of the latest **in-car infotainment systems** and applications
- Find out how best to integrate necessary information to make the most of connected vehicles' **navigation** potential

Chairman:



Roger C. Lanctot, Senior Analyst/Director of Business Development, Global Automotive Practice (GAP), **Strategy Analytics, USA**

Highlights:



Dr.-Ing. Peter Rößger, Director Design & Human Factors, Core Competence HMI, **Harman International, Germany**



Kurt Hanson, CEO, **AccuRadio.com, USA**



Wolfgang Reelitz, Vice President Automotive Sales, **TomTom International B. V., Germany**

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INTERACTIVE WORKSHOP DAY | Thursday, 14th April 2011

- A** Connectivity schemes – which suppliers have the edge and why?
- B** Wireless services, infrastructure and vehicle architecture – how does a connected lifestyle shape automotive customers' expectations?
- C** Embedded, mobile and web based solutions for connected navigation services
- D** Development and assessment of automotive HMIs

CONNECTED VEHICLES

12th – 14th April 2011 | Grand Hotel Esplanade Berlin, Germany

Dear colleague,

The vehicle of the future is connected! **Automotive connectivity** is the next logical step for customers that are used to accessing the World Wide Web from their portable devices on the go. Forecasts see electronics at more than a quarter of an average vehicle's **value**.

However, the industry still lacks answers to some major questions: What is the **best wireless technology** to connect your vehicle? What innovative **new services** are there and how can they be implemented without dangerously distracting the driver? And what functions does the driver even want and need to access? To provide input in this essential discussion, IQPC is organising its 4th international conference on

CONNECTED VEHICLES

- Technical innovations enabling full automotive connectivity
- Improvements in vehicle safety and intelligent transportation
- Usability and HMI of next-generation connected cars

12th – 14th April 2011 | Grand Hotel Esplanade Berlin, Germany

Experts from international companies such as **Jaguar Land Rover, Fiat, Ericsson, Vodafone, Continental, Harman International** and many more will be present to discuss first-hand experiences and best practices.

- **HMI:** How to reduce driver distraction while enhancing driving pleasure
- **Infotainment:** How to maximise the driver's **in-vehicle user experience** by allowing for a seamless **integration of mobile devices** and **multimedia infotainment** systems
- **Embedded devices:** How to meet specific implementation issues such as **cost** and **upgrading** possibilities
- **Navigation:** How best to integrate necessary information to make the most of connected vehicles' navigation potential
- **Electric vehicles:** How to capitalize on the latest telematic services to enable electromobility

Save the date and book now! I look forward to meeting you personally in Berlin from April 12th – 14th.

Best regards,

Friederike Kohl
Automotive IQ Team

P. S.: Join us in an open and informal atmosphere to discuss major industry trends with senior international figures.

Who will you meet?

International OEMs and airlines, seat manufacturers, design companies and suppliers

Global heads, product development directors, senior engineers and project managers of the following departments:

- (Pre-)R&D
- Connectivity
- Electric/Electronics
- Infotainment
- Cockpit Design
- Telematics
- HMI / MMI
- Multimedia
- Navigation

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CONNECTED VEHICLES

CONFERENCE DAY ONE | Tuesday, 12th April 2011

09:15 Registration & coffee

10:00 Chairman's welcome & opening address
Roger C. Lanctot, Senior Analyst/Director of Business Development, Global Automotive Practice (GAP), Strategy Analytics, USA

Outlook on market trends and future technologies

10:05 **Quo vadis automotive connectivity?**

- Major players and technologies that will dominate the market for the next five to ten years
- Outlook on future trends and developments such as
 - How will Bluetooth DUN and SPP profiles transform the smartphone connectivity proposition in the car?
 - What impact will Bluetooth 3.0, WI-FI have and when will they arrive in cars?
 - App stores, back-end data centers, location-aware advertising – Where will your organization fit in and how will you capitalize?



Roger C. Lanctot, Senior Analyst/Director of Business Development, Global Automotive Practice (GAP), Strategy Analytics, USA

Technical innovations to enable fully connected cars

10:45 **Intelligent Antenna Module: an answer to the challenge of continuously growing radio services in the automotive world**

Case Study

- Dramatically growing amount of wireless services in cars over the last years
- Major challenges: Interoperability of wireless services, coupling of antennas, as well reduced performance by onboard noise and external noise sources
- New approach: Intelligent Antenna Module – combination of antennas and transceivers for the different services within one module
 - The replacement of reams of coax wires by a digital interface reduces costs, weight and damping losses
 - C2X applications in the GHz range show dramatically improved performance by such an approach
 - Diversity- and router- functionality will happen where the signals converge; complex control lines will be avoided



Christian Schneider, Director, Cross Function RF, Continental Automotive GmbH, Germany

11:25 Refreshment break & networking

11:55 **Driving end-to-end wireless solutions from M2M to LTE**

- Vodafone Global M2M approach
- Driving end-to-end full services solution
- The role of the mobile operator in LTE's introduction



Cyrille Ravier, Business Development Manager, Automotive, Global M2M, Vodafone Global Enterprise, Germany

12:35 **Connected mobility and advanced driver assistance and information**

- LTE-based car-to-car and car-to-infrastructure communication
- Horizontal enablers for automotive services
- Tailored connectivity and differentiated billing
- Advanced geomessaging
- Enhanced safety through connected driving



René Rembarz, Senior Research Engineer, Ericsson Research, Ericsson GmbH, Germany

13:15 Networking luncheon

Connectivity and navigation

14:45 **Connected navigation services**

- How to best integrate necessary information such as traffic information, speed limits and weather conditions
- Infrastructure and location based services
- What are the challenges to enabling the crowd sourcing of traffic, weather and location information? What is necessary to enable the "cloud" to come to the cockpit?
- Connected services in portable devices and connected embedded head units
- How to offer global solutions for connected services in spite of regional differences in service offerings in Europe, North America and Asia



Henning Wiefelspütz, Senior Business Development Manager, Automotive OEM Business Development, Garmin, Germany

15:25 **CoVeL project, Cooperative Vehicle Localization for efficient urban mobility**

OEM Case Study

- Problems encountered in urban contest with high traffic density
- CoVeL technical solution for improving vehicle localization accuracy using mass market GNSS receiver
- CoVeL use cases
- CoVeL use, future products that can use the CoVeL solution, the lane navigation system



Carlo Liberto, Project Leader, Product Research, Centro Ricerche Fiat S.C.p.A, Italy

16:05 Refreshment break & networking

Connectivity as an enabling technology for electromobility

16:35 **Connectivity in electric vehicles**

- Indispensable telematic services for EVs and specific integration challenges
- Comfort enhancement through connectivity
- Electric vehicles, connectivity and smart grid
- What are the hidden sources of demand and what are the market triggers capable of converting this segment to a mass market?



Wolfgang Reelitz, Vice President Automotive Sales, TomTom International B. V., Germany

HIGHLIGHT

17:15 Panel discussion:



Future trends in automotive connectivity

What will the system of the future look like? Which technologies will shape automotive connectivity in the coming years? What is the current state in the quest for standardization? How effective are recognition, incentives and rewards?

Discuss these and other questions with our expert speakers of the day

17:55 Closing remarks of the Chairman and end of conference day one



The Grand Hotel Esplanade Berlin invites you to an evening reception. This is an excellent opportunity for you to meet the other attendees and make new business contacts.

CONNECTED VEHICLES

CONFERENCE DAY TWO | Wednesday, 13th April 2011

08:30 Registration & coffee

09:00 Chairman's welcome

Roger C. Lanctot, Senior Analyst/Director of Business Development, Global Automotive Practice (GAP), Strategy Analytics, USA

Customer acceptance and usability of connected cars

09:05 **Car centric connectivity and challenges**

- Car centric lifestyle – US emerging US location based wireless in car applications and services
- Lifestyle and content driven applications and services
- Shifting business models are changing the landscape to satisfy evolving location based content user needs
- Infrastructure challenges and enabling technologies
- The ultimate user "in car" experience along with the HMI challenges for location based content centric infotainment related connectivity & applications



Hakan Köstepen, Director – Product Planning Strategy & Innovation, Panasonic Automotive Systems Company, USA

09:45 **How can users enjoy connected cars? What the inner fish tells us about usability and user experience**

- Background: Anthropology, psychology and the inner fish
- Usability: How to make it possible
- User experience: How to make it cool
- Processes: How to do it
- Perspectives: What's next?



Dr.-Ing. Peter Rößger, Director Design & Human Factors, Core Competence HMI, Harman International, Germany

10:25 Refreshment break & networking

10:55 **Introduction of a process to evaluate and optimise an infotainment system's usability**

OEM Case Study

- Driver distraction due to increasing functional complexity in the "Connected Vehicle"
- Standardised usability engineering techniques to evaluate an infotainment system
- Case study



Dr. David Voss, Project Engineer HMI, Infotainment Controls & Design, Adam Opel GmbH, Germany

11:35 **Human factors in connected driving**

- How to deal with the enormous potential amount of information
- How to minimise driver distraction through an intuitive user interface
- From man-in-the-loop to supervisory control
- Is voice recognition "good enough" to replace physical interfaces?
- Touchscreen – how safe is it?
- The integration of mobile devices – connectivity technology of the future or a short term distraction?
- Eye tracking... What's next for HMI and how will it transform the driving experience?



Dr. Marika Hoedemaeker, Senior Project Manager Human Factors in Transport, TNO, The Netherlands

12:15 Networking luncheon

Embedded nomadic devices versus fully integrated systems

13:45 **Terminal Mode: Connecting mobile devices and vehicles**

- Entertainment, navigation, applications: Smartphones and IVI
- Bridging the gap: Seamless car connectivity and user experience
- IVI and developers: SDK and community approach
- Roadmap to standardization: latest achievements and outlook



Floris van de Klashorst, Director, Head of Nokia Automotive, Nokia Corporation, The Netherlands

14:25 Refreshment break & networking

14:55 **An OEM approach to smartphone connectivity**

OEM Case Study

- In-car infotainment applications vs. smartphones
- Pros and cons of an integrated system
- Concerns over driver distraction
- Solutions to embrace the smartphone
- Agnostic approach or platform divide



Peter Virk, Infotainment Technical Specialist, Wireless Comms & Consumer Electronics Integration, Jaguar Land Rover, UK

15:35 **Online radio in connected vehicles**

- Top reasons for listening to online radio
- Specific implementation challenges in connected vehicles
- Future radio services: content delivery, personalization, localization and flexibility
- Market outlook



Kurt Hanson, CEO, Accuradio.com/RAIN, USA

16:15 Closing remarks of the Chairman and end of conference day two

"It is a great opportunity to exchange opinions and to get updated on the state of the art in innovation."

Roberto Roberti, Telematics & Accessories, Magneti Marelli

For further information

please visit our website www.connected-vehicles.com/MM or contact **Doreen, Hannah** or **Mark** on **+49 (0)30 20 91 32 74** or email eq@iqpc.de.

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CONNECTED VEHICLES

INTERACTIVE WORKSHOP DAY | Thursday, 14th April 2011

 Workshop A
09:00 – 12:00

Connectivity schemes – which suppliers have the edge and why?

Connecting devices in cars can be as simple as using the **Bluetooth HFP** profile or as complex as **Serial Port Profile, PAN, DUN** or even **Wi-Fi**. Which connectivity strategies offer the most promise for addressing issues of **driving safety**, protection of **on-board data security, monetization** of connected content or services, billing, policy management (ie. usage scenarios), and back-end data opportunities such as **remote diagnostics**?

What are the criteria for evaluating current solutions and what is missing from systems already in the market? Some major issues confronting the industry that will be discussed in this workshop include

- App store deployment
- Data security
- Distracted driving
- Monetization
- Policy management
- OS preferences



Roger C. Lanctot, Senior Analyst/Director of Business Development, Global Automotive Practice (GAP), **Strategy Analytics, USA**

 Workshop B
09:00 – 12:00

Wireless services, infrastructure and vehicle architecture – how does a connected lifestyle shape automotive customers' expectations?

Closing the **expectations gap** between consumer electronics and automotive electronics is increasingly becoming a center of all location based "in car" services. Enabled by the evolving wireless infrastructure, vehicle connectivity is expanding from traditional telematics services to **"lifestyle and content"** driven **applications and services**. Discuss in this workshop how shifting business models are changing the landscape to satisfy evolving location based content user needs. Aspects that will be discussed include

- Modern users' connected lifestyle and consumers' in-vehicle behaviors: "relevant", "personalized", "timely", and "synchronized" applications and services
- The creation of a comprehensive network with the most promising wireless technologies – an assessment of e.g. HSPA, EVDO Rev B., Mobile Wi-MAX and LTE as enablers for different applications
- Web 2.0 and location based services impact
- Location based services via portable devices and in car access
- Automotive OEMs' challenge and "game changing" parameters



Hakan Köstepen, Director – Product Planning Strategy & Innovation, **Panasonic Automotive Systems Company, USA**

 Workshop C
13:00 – 16:00

Embedded, mobile and web based solutions for connected navigation services

Growing **customer expectations** and the potential to **reduce congestion** by intelligent route planning keep pushing the demand for connected navigation services. One major implementation challenge can be attributed to the different **time-to-market** scenarios in the automotive and electronics industries. This calls for new **business models** to be able to provide both **integrated services** with a connected in-dash solution, and navigation via **mobile devices**. Which new technologies are being introduced and what opportunities are therefore opened up to stakeholders? Join this workshop for an interactive discussion on

- Consumer expectations and **location based services**
- Different types of navigation solutions and their value proposition
- How to improve **time-to-market**
- Specific implementation issues such as **cost** and **updatability**
- Successful strategies and business models from different markets

For further information visit our website: www.connected-vehicles.com/MM

 Workshop D
13:00 – 16:00

Development and assessment of automotive HMIs

The issue of driver distraction is closely linked to many **connected vehicle technologies**. It is a crucial design task to ensure that the latest functions created to make driving safer, easier and more fun do not inherently increase driver distraction. Much work is needed in the research of **Human Machine Interfaces (HMI)** to guarantee that interfacing with new connected vehicle technology is done in such a way that it actually limits distractions to the driver. Join this workshop to discuss which are concretely the aspects that need to be taken into account in HMI development, such as

- The processes of HMI development
- Examples of various HMI solutions (participants should bring in their own HMIs!)
- Safety & driver distraction: background
- CarUSE: a tool to assess HMIs during the entire development



To stimulate interaction we ask the participants to bring in their most liked or hated HMIs (consumer products, cell phones, PNDs, pictures of automotive head units, etc.) to discuss them in the workshop and identify their HMI principles.

Dr.-Ing. Peter Rößger, Director Design & Human Factors
Thomas Vöhringner-Kuhnt, Driver Distraction and Safety Affairs Core Competence HMI,
Harman International, Automotive Division, Germany



CONNECTED VEHICLES

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Please indicate choice of workshop on Thursday, 14th April 2011

Workshop A | Workshop B | Workshop C | Workshop D

- A:** Connectivity schemes – which suppliers have the edge and why?
B: Wireless services, infrastructure and vehicle architecture – how does a connected lifestyle shape automotive customers' expectations?
C: Embedded, mobile and web based solutions for connected navigation services
D: Development and assessment of automotive HMIs

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