



CES 2014 • **Collaborate or Die** • L

OEM Panel: The Hansen Report, Ford, PSA Peugeot Citroën, Honda, Jaguar Land Rover
Collaborative Efforts for Next-Generation Automotive IVI Systems

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At CES GENIVI Alliance Advises Automakers – Collaborate or Die

December 13, 2013 by [John Day](#)

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The critical importance of collaboration for automakers is the focus of “Collaborate or Die,” a Consumer Electronics Show (CES) panel session sponsored by the GENIVI Alliance.

The session begins at 11:30 a.m. on Thursday, January 9, 2014 in the Las Vegas Convention Center (North Hall N258).

The panel moderator is Paul Hansen, founder and publisher of the Hansen Report on Automotive Electronics. Panel members scheduled to participate include:

- Matt Jones, senior technical specialist, infotainment, Jaguar Land Rover; VP of the GENIVI Alliance
- Charles Koch, manager, new business development, Honda
- Graham Smethurst, general manager, infotainment and communications, BMW
- John Ellis, global technologist and head of the Ford Developer Program, Ford Motor Company
- Phillipe Gicquel, general manager for cockpit, safety, infotainment EE modules

Controversial Theme

“One of the more controversial themes in electronics today is the separation of hardware and software and the shared responsibility to put it back together,” says Joel Hoffmann, automotive strategist at Intel Corporation and marketing director of the GENIVI Alliance.



“In the past, Tier One suppliers provided not only the hardware but also the complete software stack,” Hoffmann continues. “Now, more and more, OEMs (original equipment manufacturers) want to be part of the solution, whether to save money, or to have access to a wider selection of suppliers. Today, they have the option of relying on an ecosystem of hardware and software suppliers rather than just relying on a Tier One.”

Differentiation

“Where development used to be vertical, it’s now horizontal. OEMs are collaborating with each other, and so are Tier Ones. There is still plenty of room for profit, because profit comes from differentiation, and there is plenty of room for differentiation in a collaborative design environment. Phones and tablets are profitable and they take advantage of technology from hundreds of different sources.”

Where Next?


“The initial focus of the GENIVI Alliance was on in-vehicle infotainment, but our mandate is much broader than that,” says Hoffmann. “ECUs (electronic control units), for example, have become so complex and so interactive that one manufacturer developing a product for a particular application may have to collaborate with another manufacturer focused on another application because everything has to work together to achieve better safety, efficiency, and performance.”

The panel session is open to all CES attendees.



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