Press Release

GENIVI to Sponsor "Collaborate or Die" Panel at 2014 International CES

Five vehicle manufacturers to discuss implications of opening the "black box" of automotive electronics hardware

SAN RAMON, Calif., - Dec 18, 2013 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, is sponsoring "Collaborate or Die" at the 2014 International CES in Las Vegas.

This panel session, part of the CES Automotive Electronics Track, will focus on the implications of opening the "black box" of automotive electronics hardware by separating the hardware from the software development, and on the alliances and other collaborative efforts facilitating these next generation systems.

Panelists will also discuss what has been learned to date, what challenges and opportunities lay ahead and will delve into the facts and realities that are promising the future of being "open."

Moderated by Paul Hansen, founder and publisher of "The Hansen Report on Automotive Electronics" and hosted by Alan Taylor, award-winning radio and television host and chief executive officer, Entertainment Radio Network, the panel is scheduled to feature: John Ellis, global technologist and head of the Ford Developer Program, Ford Motor Company; Philippe Gicquel, general manager for Cockpit, Safety, Infotainment EE Modules, PSA Peugeot Citroën, Charles Koch, manager, New Business Development, Honda and Graham Smethurst, general manager, Infotainment and Communication Systems, BMW Group.

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"Collaborate or Die" will be held on Thursday, January 9, 2014 at the Las Vegas Convention Center, North Hall, N258 from 11:30 a.m. – 12:30 p.m. Registration for the event is $150. For further information and to register visit: http://www.cesweb.org/Conference/Conference-Tracks/Automotive-Electronics-Technology/IVT03-Collaborate-Or-Die.aspx

About GENIVI Alliance

The GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI's work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. Comprised of more than 180 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

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Media Contact- GENIVI Alliance:
Craig Miner
248.840.8368
Cminer1@att.net