



Press Release

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GENIVI Announces Open Automotive '14 Conference Program

Series to focus the relationship between automotive connectivity and the so-called "Internet of Things"

SAN RAMON, Calif., - April 29, 2014 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, today announced it will be hosting Open Automotive '14, a series of one-day conferences that will explore – with automakers industry-leading suppliers, automotive consortia and leading industry analysts – the relationship between automotive connectivity and the so-called "Internet of Things (IoT).

The year's first conference will center on how "automotive within IoT" will have a dramatic impact on smart device integration, infotainment services, embedded solutions, big data, interoperability, monitoring and security for automakers, service providers, regulators and consumers.

Held in conjunction with GENIVI's bi-annual All-Member meeting, Open Automotive '14 will take place on Wednesday, May 21, at the Gothia Towers in Gothenburg, Sweden. The interactive conference begins with an opening keynote speech by Dr. Thomas Mueller, vice president, Electrics/Electronics & E-Propulsion, Volvo Car Corporation, followed by more than 20 additional industry-leading speakers and guest panelists.

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“With more than 279 million connected vehicles projected to be on the roads by 2021, and with technology and services for the ‘The Internet of Things’ forecasted to generate global revenues in excess of \$8 trillion by 2020, ‘automotive within IoT’ is rapidly gaining a lot of attention within the automotive industry,” said Joel Hoffmann, director of Marketing, GENIVI Alliance and Automotive Strategist, Intel. “Open Automotive `14 brings together key industry stakeholders and innovators to discuss ways to best collaborate, set standards and really define the future of automotive within IoT.”

Topics will include: “IoT Open Standard – Open Source Technology for the Connected Car”, “How Does Automotive Plug into IoT?”, “Cars are Connected. Where are the Applications?”, “The Connected Car – Big Opportunity or Big Headache?”, “OPEN and Security – Do Opposites Attract?” and “The Supply Chain - Collaborate or Die!”

Registration for the event is \$199 and includes discounted hotel rates, a networking reception on the evening of May 20, followed by the day-long conference and ending with access to GENIVI’s member showcase/expo/networking event featuring over 40 demonstrations from GENIVI members.

Later in the year, Open Automotive will appear in Las Vegas, Tokyo and Detroit as well as live webinars hosted by Automotive World.

For further information and to register, visit <http://openautomotive.genivi.org/>.

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 170 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

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