connected cars

25-26 June 2013, Amsterdam, Netherlands

Identifying the Innovative Automotive Services to Monetise the Connected Consumer

<u>*Confirmed Speakers:*</u>

- **Henry Bzeih**, Chief Technology Strategist, Kia Connected Car, **KIA**, USA
- **Philipp Wex**, Senior Manager, Business Innovation, **Daimler**, Germany
- **Thierry Viadieu**, New Mobility Program Director, **Renault**, France
- **Massimo Cavazzini**, Marketing Innovation - EMEA Product Planning Infotainment Application and Services, **Fiat Group**, Italy
- **Duncan Burrell**, Manager, Ford of Europe Connected Services and Solutions Organisation, **Ford**
- **Scott Lyons**, Consultant, Connected Services Solutions Organisation, **Ford**
- **Mirko Buzzoni**, R&D Electronic Car Development, **Automobili Lamborghini**, Italy
- **Floris van de Klashorst**, Vice President Connected Car, Location & Commerce Business Unit, **Nokia**, Germany
- **Hakan Kostepen**, Executive Director, Product Strategy & Innovation, **Panasonic Automotive Systems America**, USA
- **Francesco Miticocchio**, Business Development Director - Infotainment & Telematics, **Magneti Marelli**, Italy
- **Rudolf Streif**, Director of Embedded Solutions, **The Linux Foundation**, USA
- **Juhani Jaaskelainen**, Head of Unit ICT, Digital Connect, **European Commission**, Belgium
- **Mika Rytkönen**, President, **Car Connectivity Consortium**, Finland
- **Mark Friend**, Controller Multiplatforms and Interactive, **BBC**, UK
- **Guy Story**, CTO, **Audible**, USA
- **Charlotte Halkett**, Marketing Actuary, **Insurethebox**, UK
- **Angel Garcia David Barrio**, Chairman, **M2M Multi Operator Alliance**, Spain
- **Stephane Petti**, Automotive Business Development Director, **Orange Business Services**, France
- **Andrea Sroczynski,** Head of Region Germany, Head of Global Automotive Sales, **Telenor Connexion**, Germany
- **Ethem Eldem**, Product & Turkcell Partnership Management Division Head, **Turkcell**, Turkey
- **Leo Kusters**, Managing Director, Transport and Mobility, **TNO**, Netherlands
- **Daniel Newman**, CEO, **Roximity**, USA
- **Martin Voorzanger**, Founder, **Toogethr**, Netherlands
- **Kim Spence-Jones**, Programme Director, **OpenDCU.org**, UK
- **Soeren Hess**, General Manager, **Car2Car Communications Consortium**, Denmark
- **Jamie Moss**, Senior Analyst, Content and Applications, **Informa Telecoms & Media**, UK
- **David Kerr**, VP Global Wireless Practice, **Strategy Analytics, USA**
- **Matt Hatton**, Director, **Machina Research**, UK
- **Abhishek Visveswaran**, Head of Connected Car and Information Services, **SBD**, UK
- **Jack Bergquist**, Senior Analyst - Automotive Infotainment, **IHS**, UK

Sponsors:

Tuesday 25th June 2012

09:00   Chair's Welcome
Jack Bergquist, Senior Analyst - Automotive Infotainment, **IHS**, UK

Making the Connected Car Dream a Reality

09:05   Keynote Presentation
Helping Customers see the Real Value of Connectivity
- Developing an effective vale proposition for the customer
- Understanding the value proposition of brought-in connectivity
- Leveraging existing smart-phone data plans
Henry Bzeih, Chief Technology Strategist, Kia Connected Car, **KIA**, USA

09:25   Keynote Presentation
Generating Real Customer Value as Basis for Connected Car Innovations
- Positioning Auto OEMs as the enablers and creators of connected car innovations
- Establishing partnerships to generate desirable segment specific content and features
Philipp Wex, Senior Manager, Business Innovation, **Daimler**, Germany

09:45   Case Study: **Optimising the Connected Car at Renault**
Thierry Viadieu, New Mobility Program Director, **Renault**, France

10:05   Interactive Keynote Discussion
Can the Industry Collaborate to Make the Connected Car Dream a Reality?
- What services should auto-OEMs provide to satisfy the connected consumer?
- Will cars become one cog in a user's connected lifestyle or an essential part?
- How can we maximise technical potential while improving safety?
Duncan Burrell, Manager FoE Connected Services and Solutions Organisation, **Ford**
Henry Bzeih, Chief Technology Strategist, Kia Connected Car, **KIA**, USA
Philipp Wex, Senior Manager, Business Innovation, **Daimler**, Germany
Thierry Viadieu, New Mobility Program Director, **Renault**, France

10:35   Morning Networking Break and Exhibition Visit

Business Models to Monetise the Connected Car

12:00   *Topic to be Confirmed*
Duncan Burrell, Manager FoE Connected Services and Solutions Organisation, **Ford**

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Mark Dawson, Senior Conference Researcher, Informa Telecoms and Media
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12:20 Balancing Opportunities and Risks for Automotive Players
- How do the auto and telecom Industries compare in terms of business dynamics?
- What are the sustainable and proven business models?
- What can be a recommended adoption pattern for connected car technologies?
Francesco Miticocchio, Business Development Director - Infotainment & Telematics, **Magneti Marelli**, Italy

12:40 Bringing the Value Chain together to Monetise the Connected Car
- Generating partnerships to generate desirable content
- Developing a connected car model that can be taken mass market
- Who is best placed as the creators of connected car innovation?
Hakan Kostepen, Executive Director, Product Strategy & Innovation, **Panasonic Automotive Systems America**, USA

13:00 Networking Lunch and Exhibition Visit

14:20 Maximising the Value of the Connected Car by Implementing the Right Business Models
- What is connectivity for and how can it enhance existing business models?
- How can we overcome consumer reluctance to have another monthly subscription?
- Developing the cross-industry partnerships and business models to monetise services
Jamie Moss, Senior Analyst, Content and Applications, **Informa Telecoms & Media**, UK

14:40 Drive like a Girl: How Telematics can Drive Business Solutions
- The Gender Directive: All change for motor insurance
- How our technology empowered our business response
- A brave solution to stand out from the crowd
- Telematics: a win-win situation
Charlotte Halkett, Marketing Actuary, **Insurethebox**, UK

15:00 Interactive Discussion
What Business Models will create Value in Connectivity for Consumers?
- Should OEMs simply provide plug-and-play connectivity and forget the services?
- Can you bring the Tesla 3G fully embedded and paid for model to the mass market?
- How can we effectively market the value of the connected car to consumers?
- How will Big Data effect the connected car ecosystem?
Abhishek Visveswaran, Head of Connected Car and Information Services, **SBD**, UK
Francesco Miticocchio, Business Development Director - Infotainment & Telematics, **Magneti Marelli**, Italy
Massimo Cavazzini, Marketing Innovation - EMEA Product Planning Infotainment Application and Services, **Fiat Group**, Italy

15:30 Afternoon Networking Break and Exhibition Visit

Embedded/Brought-in Connectivity and the User Experience

16:20 Offering Seamless Connectivity between Smartphone and In-Vehicle Infotainment
- Highlighting the importance of open standards for usability and scalability
- Understanding the implications of the MirrorLink 1.0 device specification

- Working with the auto-app community to develop approved apps
Mika Rytkönen, President, **Car Connectivity Consortium**, Finland

16:40   *Topic to be Confirmed*
Speaker to be Confirmed, **NXP**

17:00   **Optimising the Embedded SIM for Personal Connected Car Services**
- Leveraging the strengths of the embedded SIM in the connected car
- Combining the embedded SIM with efficient and effective inter-operator billing
- How can connected cars join other industries and monetise 'Big Data'?
Andrea Sroczynski, Head of Region Germany, Head of Global Automotive Sales, **Telenor Connexion**, Germany

17:20   Interactive Discussion
How can we deliver a Seamless Connected UX for any Smartphone attached to any Car?
- How can we create a seamless UX which integrates into users' already connected lives?
- How will a connected car UX differ to the smartphone UX? Does it need to differ?
- Has hybrid already won as the connectivity method of choice?
- Does brought in connectivity mean OEMs lose control of the industry? Who gains it?
- Will premium OEM brands successfully mimic Apple with their 'walled garden?'
Andrea Sroczynski, Head of Region Germany, Head of Global Automotive Sales, **Telenor Connexion**, Germany
Mika Rytkönen, President, **Car Connectivity Consortium**, Finland
Mirko Buzzoni, R&D Electronic Car Development, **Automobili Lamborghini**, Italy

17:30   Close

Wednesday 25th June 2012

09:00   Chair's Welcome
Matt Hatton, Director, **Machina Research**, UK

Enabling Seamless Services with Connectivity

09:10   **Creating a Global Network to Deliver Supreme Connected Car Services**
Angel Garcia David Barrio, Chairman, **M2M Multi Operator Alliance**

09:30   **Maximising the Role of the MNO in Connected Car Service Delivery**
- Developing alternative business models for connected cars
- Understanding customer needs and developing a value proposition
- Attaching consumer electronics trends to Connected Cars
- The effect of new technology enablers such as HTML5 and the Cloud
- Is connectivity the only role of MNOs?
Ethem Eldem, Product & Turkcell Partnership Management Division Head, **Turkcell**, Turkey

09:50   Interactive Discussion:
Will LTE and the Cloud combine to Drive the Connected Car Experience?
- What requirements will connected cars place on cloud and LTE architectures?
- Are cars a cog in the wider M2M ecosystem? Or an essential part?
- Does the industry want carriers to be dumb pipes? Will they be dumb pipes?

- How can we solve the data roaming issue and achieve effective inter-operator billing?
  David Kerr, VP Global Wireless Practice, **Strategy Analytics, USA**
  Hakan Kostepen, Executive Director, Product Strategy & Innovation, **Panasonic Automotive Systems America**, USA
  Stephane Petti, Automotive Business Development Director, **Orange Business Services**, France

10:20   Morning Networking Break and Exhibition Visit

Infotainment to Satisfy the In-Car Connected Consumer

12:00   **Generating the Partnerships to Create Segment Specific Content**
- Developing cross carline content to appeal to multiple segments
- Identifying the content that can build value into an embedded offering
- Understanding what content users will demand in the future as the industry matures
  Mike Bell, Global Connected Car Director, **Jaguar Land Rover**, UK (invited)

12:20   **The Value of Connected Car**
  Floris van de Klashorst, Vice President Connected Car, Location & Commerce Business Unit, **Nokia**, Germany

12:40   Interactive Discussion
  What Compelling In-Car Content will Users Pay For?
- What infotainment services will define the connected car?
- Are navigation related services the quickest route to infotainment monetisation?
- How can we enable effective mobile commerce and in-car purchasing of content?
- What content will be embedded vs. brought in over the long term?
  Floris van de Klashorst, Vice President Connected Car, Location & Commerce Business Unit, **Nokia**, Germany
  Jamie Moss, Senior Analyst, Content and Applications, **Informa Telecoms & Media**, UK
  Mark Friend, Controller, BBC Radio & Music Multiplatform, **BBC**, UK

13:10   Networking Lunch and Exhibition Visit

Automotive-Apps and Software Innovation

14:20   **Connected Car: the digital opportunity**
- Are cars the new smartphones?
- Who will pay?
- Connected Car future
  Massimo Cavazzini, Marketing Innovation - EMEA Product Planning Infotainment Application and Services, **Fiat Group**, Italy

14:40   **Monetising the Connected Car with Open Platforms**
- Changing the way platforms are built to unlock connected car revenue
- The importance of open platforms – Consumers pay for content and services, not platforms
- Learning from the best in the software and IT business to succeed with the Connected Car
  Rudolf Streif, Director of Embedded Solutions, **The Linux Foundation**, USA

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15:00   Interactive Discussion
Which Apps Will Define Consumer Control of the Car?
- How can we transfer app functionality though all in-vehicle HMIs?
- Should apps be focusing on the driver or the front and rear passengers?
- How can the automotive industry create and encourage a vibrant developer community?
- Does it make sense for OEMs to have auto-app stores?
- Will OEMs allow third-party content providers (OTTs) to sell directly to drivers?
Daniel Newman, CEO, **Roximity**, USA
Guy Story, CTO, **Audible**, USA
Kim Spence-Jones, Programme Director, **OpenDCU.org**, UK
Leo Kusters, Managing Director, Transport and Mobility, **TNO**, Netherlands
Martin Voorzanger, Founder, **Toogethr**, Netherlands

15:30   Afternoon Networking Break and Exhibition Visit

eCall, Connected Safety and Co-Operative Mobility

16:20   **European Commission: The Journey from Testing to Commercial Deployment**
- The role of digital connect in connected cars – and what it means for you
- What has digital connect been up to in:
  - Testing and pilots
  - Safety
  - Deployment and business models
- Looking to the future – advanced driver assistance and automated systems
- Educating the public on common new systems; behavioral change for connected cars
Juhani Jaaskelainen, Head of Unit ICT, Digital Connect, **European Commission**, Belgium

16:40   **Developing the Business Models for Car-2-Car Communication Deployment**
- Enabling the exchange of real-time data among vehicles and between vehicles
- Promoting a royalty free European exclusive frequency band for Car-2-Car
- Pushing the harmonisation of Car-2-Car Communication Standards worldwide
Soeren Hess, General Manager, **Car2Car Communications Consortium**, Denmark

17:00   **Using Connectivity to Change Drive Behavior and Increase Co-Operation**
Leo Kusters, Managing Director, Transport and Mobility, **TNO**, Netherlands

17:20   Close

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