

Auto Apps and Mobile Device Evolution 2013

Sophisticated, Sustainable & Safe Concepts Development of Content & Apps Platforms Business Models | User Experience Design | Gamification in an rapidly changing Connected Environment
5th – 6th December 2013 | MARITIM proArte Hotel Berlin | Germany | <http://automotive-apps2013.we-conect.com/en>

After the huge success in 2012, we.CONECT is bringing back the automotive industry's leading [Auto Apps and Mobile Device Evolution 2013](#) on December 5th to 6th in Berlin / Germany.

On the [Auto Apps and Mobile Device Evolution 2013](#), you will get the chance to hear actual case studies on app & software development in automotive cockpits as well as to discuss with more than 100 board-level attendees about the recent development and the future of development of content & apps for the automotive industry in our interactive round table sessions.

Highlights are keynote sessions from [following industry leaders](#):

- **Kazunari Nawa**, Group Leader Research, **Toyota Info Technology Center / Japan** will present showcase in a case study the integration of multiple systems and platforms for mobile devices, content & apps.
- **Siani Kiyonaga**, Business Development Manager, **Toyota / USA**, will explain to his audience how vehicle-centric apps will be used to deliver advanced functions like interior pre-conditioning automated dealer communications to create compelling auto-focused offerings.
- **Aldric Loyer**, Head of Innovations Electronics, **PSA / France**, will focus on the integration of changing mobile environments such as iOS and Android and how to determine current and future apps that will seamlessly integrate into the vehicle.
- **Mike Tinskey**, Director of Global Vehicle Electrification & Infrastructure, **Ford Motor Company / USA** will present in a case study new connected services and business models for plug-in vehicles.
- **Detlef Kuck**, Leader Telematics and Navigation Research, **Ford Advanced Research & Engineering / Germany** will discuss overcoming app integration challenges with value-driven applications.
- **Bryan Reimer**, Research Scientist AgeLab, **Massachusetts Institute of Technology / USA** will talk in a World Café about the potentials and limits of user centred innovation

Listen to more than 25 case studies and discuss at various roundtables cutting-edge topics in the field of app & software development in automotive cockpits as well as content & app user-experience design. Follow this link to download the complete agenda for the Automotive Apps and Mobile Device Evolution 2013 conference: <http://automotive-apps2013.we-conect.com/en/preview/agenda/>

Delegates, specialized in the IT & App industry come from over 10 countries. Take full advantage and:

- attend at our unique World Café and use the wisdom of the crowd to get the most sustainable results for your daily work
- gain a unique insight into the latest automotive strategies , challenges and trends of world leading companies at more than 20 case studies
- get first-hand how the companies are managing an improvement in the field of Automotive Apps Management
- meet our business partners, discuss solutions and see their product showcases
- take your glass and participate at our informative ice breaker session the day before the conference, the purpose is to help session attendees get to know and appreciate each other
- wake up in the morning, get a coffee, listen & discuss to cutting edge topics at our Breakfast Sessions
- take the advantage to have face to face business strategy meetings with our business partners and your peers
- discover Berlin, one of the most exciting cities in the World!

What can you expect from we.CONECT?

- [More than 20 Case Studies & Best Practices and at least 12 interactive sessions](#) from cutting edge speakers from Europe & US.
- More than 30 hours of networking and best practice benchmarking with cutting edge [speakers](#) & leading experts from your industry
- An exclusive format offering: **6 World Cafés**, **6 Challenge your Peers Round Tables**, a wonderful **Evening reception** and one surprising **Icebreaker Session** the evening on the eve of the conference.

- **More than 100 senior level executives from leading industrial corporations** from all over the world to discuss challenges and solutions for enterprise **App trends & management**

The online registration to the [Automotive Apps and Mobile Device Evolution 2013](http://automotive-apps2013.we-conect.com/en/preview/register/) is opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration: <http://automotive-apps2013.we-conect.com/en/preview/register/>

Team Registration Discount - Bring the Team: Gain a Much Richer Experience of the Event!

Teams that attend a we.CONECT event together can not only access all the sessions to maximize their learning, but also have the benefit of a team meeting with a speaker, business partner or other teams, who can facilitate a discussion or advise them on strategic initiatives and key projects. For these reasons, organizations often hold off-site team meetings at we.CONECT events, and incorporate we.CONECT events as part of their training programs.

Register as part of a team of 2 or more and save for each additional participant up to 50%. That's a possible savings of 1.249,50 Euro on the current pricing for a Conference Pass. Please find [here further information regarding our Team Discount](#).

References from the Automotive Apps and Mobile Device Evolution 2012:

"Up to date information about pros and cons of using apps vehicles."
Thomas Hoell, 7Layers AG

"Very much enjoyed the meeting and the fantastic dinner. The conference was very well organized and loved talking to many peers and others."
Tuhin Ray, Delphi Automotive Systems

"Very interesting to get a fast vision of the automotive industry related to mobile market."
Antonio Fernandez Barciela, PSA Peugeot Citroen

"The diversity in background of participants combined with interactive program resulted in a very interesting event."
Dr. Peter Striekwold, RDW

We are looking forward to welcoming you at the Automotive Apps and Mobile Device Evolution 2013 from December 5th to 6th 2013 in Berlin.

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Notes to Editor

About we.CONECT Global Leaders

- we.CONECT Global Leaders is German-based international B2B conference and training development company focused entirely on providing strategies, tactics and solutions to help individuals become more successful in their professional life and business.
- **At the heart of everything we do is a fundamental belief in the power of people.**
- Our essential ingredient is that we really do care about our customers, our partners and our staff.
- We invest our own time and knowledge into developing something that is far more than an event. This philosophy sets a climate where ideas and people grow. Where minds and hearts open up to fresh thinking and new faces. We believe that there is no substitute for interactive learning, sharing ideas, knowledge and best practices to help every organization reach its goals. Our responsibility is to create a unique learning and networking environment.
- At we.CONECT, the people and their intensive knowledge comes first. With these people we provide more than 40 years research, marketing, event organization and sales experience. we.CONECT delivers more than 20 premier strategic events per annum focusing on best practices, latest business issues, industry trends and future developments of the cutting edge programs.
- We hold the highest standards in developing quality driven content and engaging renowned industry speaking faculties to create a truly unique and worthwhile conference and training experience.
- We are constantly looking for new and innovative ways to deliver high-quality, market focused events to suit your needs. To share your thoughts and suggestions, please feel free to contact us at info@we-conect.com, or visit our website: www.we-conect.com