



Automotive 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>

we.CONECT is bringing an international audience of global directors from the automotive industry to Berlin, to network, share knowledge and be made aware of the key developments within the industry.

Taking place from the 5th to 6th of December 2013 at the MARITIM proArte Hotel in Berlin, **Automotive Apps and Mobile Device Evolution 2013** is the perfect opportunity to discuss current challenges, brand new approaches and future trends in the field of app & software development in automotive cockpits with peers coming from leading companies as well as all over the world.

The **Auto Apps and Mobile Device Evolution 2012** was already one of the leading conferences focusing on the development of content & apps for the automotive industry. Participants, speakers and business partners joined one of the biggest conferences on this topic, to interchange experiences, widen their network and to debate the upcoming challenges.

Automotive Apps and Mobile Device Evolution 2012

- More than 120 participants from over 70 companies from all over the world discussed new approaches, technological trends and future developments in the field of Automotive Apps Management
- 39 % of the participants has been OEMs
- 26 extraordinary sessions with companies and organizations like BMW AG, Ford, Toyota, General Motors, Hyundai Motor Group, Renault Trucks, Volkswagen, Continental Automotive, IBM, Strategy Analytics, Delphi Automotive Systems, Carnegie Mellon University, Netherlands Organization for Applied Scientific Research TNO, TATA Motors European Technical Centre
- The participants rated this conference a 1,6 (evaluated by 84% of the participants)
- 6 World Cafés, 5 Challenge your Peers Round Tables and an eventful Icebreaker Session on the eve before the conference
- 6 leading Business Partners presented cutting-edge product-solutions, services and technologies

TOP STORIES 2012

Short summaries of our best-rated speakers' presentations from the Apps Evolution 2012 conference:

- **Uwe Higgen**, Head of AppCenter MUC, **BMW AG**/Germany showed why Smart Automotive Apps are an approach for context-driven Applications.
- **Mike Tinskey**, Global Business Leader, Vehicle Electrification, **Ford Motor Company**/ USA explained the development of smartphone apps and app infrastructure for electric cars in order to manage vehicle, as well as to control and gain new revenue models.
- **Kazunari Nawa**, Ph.D., Group Leader Research, **Toyota** InfoTechnology Center/Japan talked about Cyber Physical System for Automotive Apps.

Automotive Apps and Mobile Device Evolution 2013 will be focus on 3 levels:

- **Sophisticated & Sustainable, Concepts, Business Models and Operating Systems – Achieving Interoperability**
 - Development of data plans and roaming charges that are acceptable to the consumer and OEMs
 - How to reach convergence in platform technology?
 - HMI experience around content & apps -How to create a convincing in-vehicle user experience
- **Content & App User-experience Design & Design Thinking**
 - Downloadable and cloud hosted content & services to satisfy in vehicle consumer requirements



- Mastering the challenge of Delivering a Personalized User Experience, content & Apps across Multiple Devices, Platforms
- Realistic In-Car Content & In Car Services - Guidelines and approval processes in working together with OEMs
- **Platforms, Development, Processing & Consumer Requirements**
 - Integration of multiple systems & platforms for mobile devices, content & Apps
 - HMI-configuration and system construction with Future Web
 - App & Mobile Device Testing.

To find more details about speakers, participants, business partners or general information, [please visit the conference homepage.](#)

References from Auto Apps & Mobile Device Evolution 2012:

"Very much enjoyed the meeting and the fantastic dinner. The conference was very well organized and loved talking to many peers and others. "

Director of Engineering Europe, Delphi Automotive Systems/Germany

"Very interesting to get a fast vision of automotive industry related to mobile market."

Antonio Fernandez Barciela, Telecommunication Engineering, PSA Peugeot Citroen

"Up to date information about pros and cons of using apps vehicles."

Thomas Moell, Technical Sales Manager, 7Layers AG

we.CONECT look forward to welcoming you at the Auto Apps and Mobile Device Evolution 2013 from 5th to 6th December in Berlin.

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