



CAR
HMI 2013
CONCEPTS & SYSTEMS
17TH – 18TH JUNE 2013 | NHOW BERLIN, GERMANY

we.CONECT
GLOBAL LEADERS

**PUSH YOUR
BUSINESS**



More than 15 Case Studies
Icebreaker Session
Challenge your Peers
World Café Session

CAR HMI Concepts & Systems 2013

Future intelligent & integrated concepts, development and user experience design in automotive cockpit.

17th – 18th June 2013 / NHOW Hotel Berlin / Germany

<http://car-hmi2013.we-conect.com/en/>

*"Simply said: A must have for HMI experts."
Tomas Rada, ZF Openmatics s.r.o.*

By popular demand, we.CONECT is bringing together an international audience of board-level attendees and directors from OEMs & major automotive suppliers, engineering & software companies from all over Europe to Berlin, to network, share knowledge and be made aware of the key developments within the industry.

With over 150 of the leading opinion makers, **the CAR HMI Concepts & Systems Conference** is the definitive event for the industry.

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

- **Frank Althoff**, Group Head HMI / Operating Concepts, **Volkswagen AG / Germany**, will discuss the issues of product development following legal guidelines of the local markets. For next, he will explain the differences of HMI guidelines worldwide. Lastly, Mr. Althoff will lead the discussion to quick time to market of products that are in accordance with legal standards.
- **Dr. Stefan Schwehr**, Senior Manager HMI Components, **Daimler AG / Germany**, is going to showcase the challenges and opportunities for the connected car. Moreover, Mr. Schwehr will argue for the actual status of in-vehicle voice control. In addition, the worldwide cultural importance of vehicle control will be disputed. For last, Mr. Schwehr, will provide an overview of embedded to connected automotive control and a vision of voice control in the connected car.
- **Ulrich Heine**, Manager Comfort Systems, **Daimler Buses EvoBus GmbH / Germany**, will consider the importance of advanced infotainment systems and HMI concepts for buses. Further, driver and passenger applications are discussed. Lastly, the presentation will be finished with a debate about how to maximize connectivity and safety.

Listen to more than 28 case studies and discuss at various roundtables cutting edge topics in the field of HMI, Driver & Safety, Development, Automation & Processing within the automotive industry.

Follow this link to download the complete agenda for the CAR HMI Concepts & Systems Conference 2013:

<http://car-hmi2013.we-conect.com/en/preview/agenda/>

Delegates came from over 32 countries from industry from all over the world. 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 social collaboration, challenges and trends of world leading companies at more than 28 case studies
- get firsthand how the industry leaders are managing challenges and solutions for the automotive lifecycle, safety and usability within their business
- meet our business partners, discuss solutions and see their product showcases
- take your glass and participate at our fun ice breaker session the day before the conference, the purpose is to help session attendees get to know and appreciate each other
- take the advantage to have face to face business strategy meetings with our business partners and your peers and discover Berlin, one of the most exciting cities in the World!



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What comes up in 2013?

- More than **28 extraordinary sessions** from cutting edge speakers from **all over the world**.
- An exclusive format offering: **8 World Cafés**, **6 Challenge your Peers Round Tables**, a wonderful **Evening reception** and **3 wonderful Icebreaker Sessions** the evening before the start of the conference.
- More than 150 senior executives

The **CAR HMi Concepts & Systems 2013** online registration is now opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration: <http://car-hmi2013.we-conect.com/en/preview/register/!registerType/industryDelegate>

Individuals interested in attending, sponsoring or finding out more about the **CAR HMi Concepts & Systems conference 2013** should visit: <http://car-hmi2013.we-conect.com/en/preview/register/!registerType/solutionProvider>

According to Daniel Wolter, Head of Partnerships, we.CONECT Global Leaders, the conference aim is to provide participants a balanced mix of lectures and as many opportunities as possible to discuss viable approaches for the realization of a sustainable concepts of automotive cockpit development strategy. "The automotive industry is going through a Human Machine Interface revolution that continues to change the way drivers and passengers interact with their cars. To create future intelligent & integrated concepts and develop high quality user experience design in automotive cockpit are the common challenges many companies are facing off. The HMi Transport & Systems 2013 Conference takes up this momentum. "

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](#) .

[Attend](#) the [2nd CAR HMi Concepts & Systems Conference in June in Berlin / Germany](#) and discover in more than 24 cutting edge sessions the latest solutions for your industry!

We are looking forward to welcome you at the CAR HMi Concepts & Systems Conference 2013 from the 17th to the 18th of June 2013 in Berlin.

Peter Haack

Marketing Development Manager

we.CONECT Global Leaders GmbH

Gertraudenstr. 10-12 | 10178 Berlin, Germany

Phone: +49 (0)30 52 10 70 3 - 0 | Fax: +49 (0)30 52 10 70 3 - 30

Email: peter.haack@we-conect.com

www.we-conect.com



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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