5th Project-Day, Düsseldorf
April 17 – 18, 2012

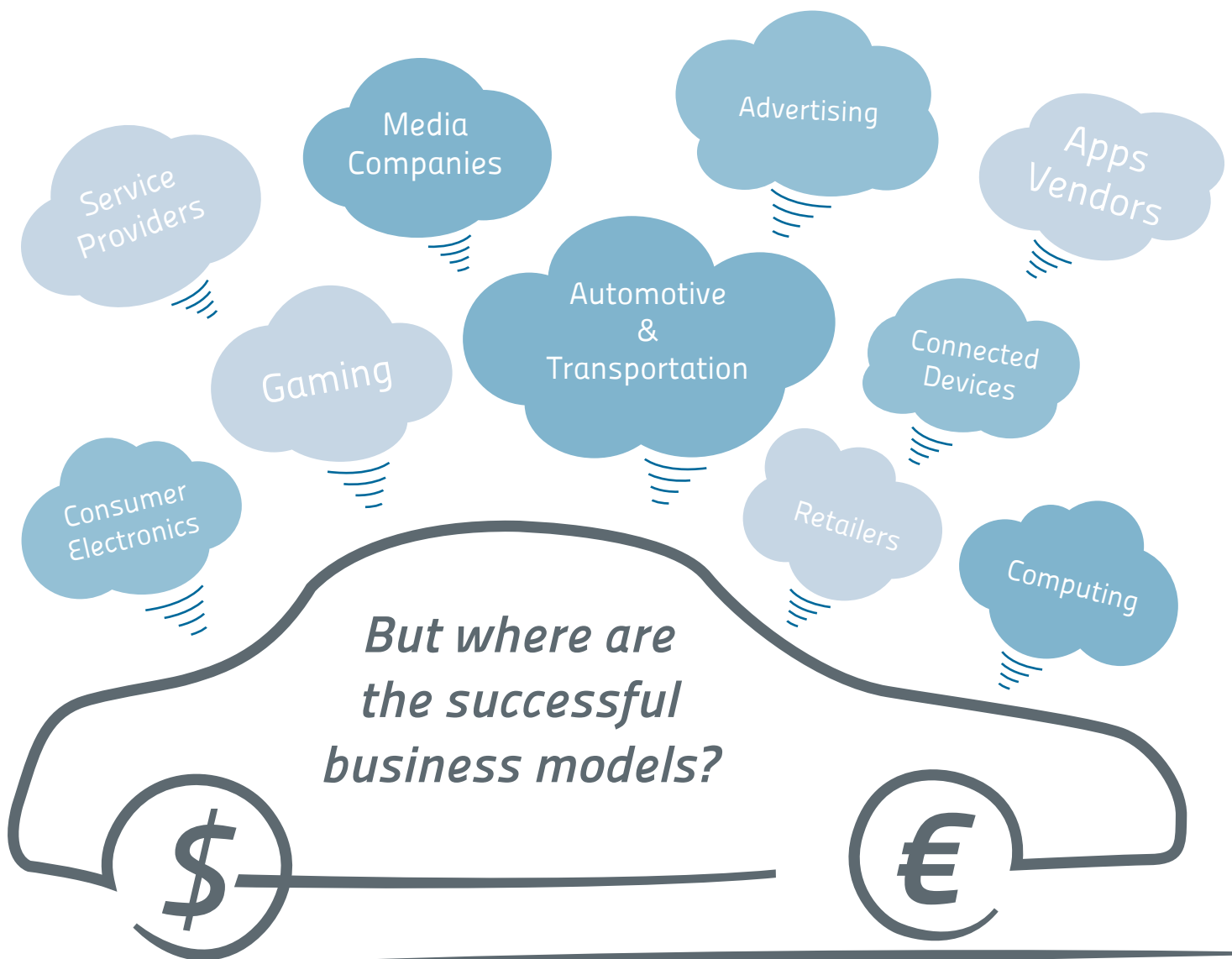**NoAE** Network of Automotive Excellence

Workshop & Project-Meeting
Content for Connected Car

Dealing with current challenges for a successful future

Technology has provided the Automotive industry with great opportunities for Connected Car.

Service Providers

Media Companies

Advertising

Apps Vendors

Gaming

Automotive & Transportation

Connected Devices

Consumer Electronics

Retailers

Computing

But where are the successful business models?

$ €

Heidelberg Mobil

P&T LUXEMBOURG

tieto

TARRIFFIC Mobile Solutions

Workshop & Project-Meeting
Content for Connected Car

Content for Connected Car has a track record with mixed successes and failures over the past 15 years. Technology has progressed to a point where we can state that 'anything goes'.

So, if it is not technology that is holding the industry back, what is?

This workshop is not so much about technology, as about strategic and commercial choices to be made.

Some of the questions that will be addressed:

- What lessons can be learned from the past (technology push, lack of free choice) and the present (open eco-systems have higher survival rate)?

Especially OEM's have a challenge embracing the CCC theme:

- Should they see it as an enabler for selling cars?

- Should they make money with content themselves ?

- Should they allow 3rd parties in 'their cars'?
  (if so, on what terms &conditions?)

- Are they able to establish on their own an attractive eco-system for content providers and users?
  Or should they connect to the widely accepted ecosystems of iOS, Android & Co?

Presentations by:
- Günter Zettler from Tieto
- Carsten Günther from Heidelberg mobil International
- Jean-Marie Spaus from P & T Luxembourg

Discussion by:
- Attendees
- Presenters

Moderation by:
- Jurgen Moerman from Tarriffic Mobile Solutions

Duration: 1,5 hrs

Project-Meeting:
8.30 am - 6.00 pm

Attendee profile:
- OEM's System suppliers
- Channel providers
- Content providers
- User representatives

Enrollment:
http://www.noae.com/en/pro-jectday/noae-projectdays-2012/registration.html

www.noae.com
contact: ccc@noae.com

Heidelberg Mobil   P&T LUXEMBOURG   tieto   TARRIFFIC Mobile Solutions