

TELEMATICS VALLEY CONFERENCE 2010

The Appstore car • The OEMs Internal Business Case •
Telematics for Environmental protection



21:st of April

- 09.00 - 09.05** Jan Unander - Welcome speech
- 09.05 - 09.45** Develoco - Jens Greve -
Senior Business Advisor
What are the key success factors to get attractive apps in your appstore?
- 09.45 - 10.15** Ericsson - Jonas Wilhelmsson -
Senior Strategic Marketing Director
Learn from the experiences telecom business appstores already have and understand how it can support the automotive industry.
- 10.15 - 10.45** Opera - Anthony Wade - **Commercial Director**
Widgets and using browsers - How to create easy to use and attractive user interfaces.
- 10.45 - 11.00** **Coffee break**
- 11.00 - 11.30** Microsoft - Johan Gentzell -
Industry Market Development Manager
Get updated on what Microsoft is doing for the vehicle industry. FordSync, Blue&Me and Kia. How do they address the appstore concept. Come and get the answers...
- 11.30 - 12.00** Hughes Telematics - Mike Sena -
V.P European Development
How and why will architecture and services change if adapting to a non proprietary open solution?
- 12.00 - 13.00** **Lunch**
- 13.00 - 13.30** Volvo Technology/SAFER - Trent E Victor -
PhD, Senior Specialist Safety Analysis
Understand how to prevent driver distraction and what are the limitations on what services to deliver in a car and with what technology should we consume them, screen, voice?
- 13.30 - 14.00** Telenor Connexion - Per Lindberg -
Global Business Development Executive - Automotive
No more bandwidth? iPhone with only 3% of the smart phone market occupy 40% of the capacity in mobile networks. Something will happen - increased price, less bandwidth, no streaming?
- 14.00 - 14.30** **Panel discussion**
What will the "Appstore Car" look like if it has to meet the requirements of service quality, price and also so services can be consumed in a safe way?
- 14.30 - 15.00** **Coffee break**
- 15.00 - 15.30** Teradata - Torbjörn Rosenquist -
Industry Consultant
Creating business value with integrated data.
- 15.30 - 16.00** Sörmans - Johan Gunnarsson - **CTO**
Understand the potential in tomorrow's advisory diagnostics, an advanced way to support the business case.
- 16.00 - 16.30** Viktoria Institute - Magnus Andersson -
Research Manager Vehicle
Listen to a presentation of an example of the Internal Business case for a car manufacturer.
- 16.30 - 17.00** AB Volvo - Per Adamsson -
Director - Soft Offers
Open platforms – what role should an OEM take if platforms are open?
- 17.00 - 17.30** Schenker - Gunnar Ahldén -
Senior Advisor Public Affairs
So what information and services do the transport industry require and who is best suited to deliver reduced CO2-footprint, fuel reduction, decreased idling time?
- 17.30 - 18.00** **Panel discussion**
How can we best support that diagnostics is used to drive the internal business case including the environmental impact?
- Networking, Cocktail party**
- Surprises**
- Dinner**