

Automotive Apps Evolution 2014

DELIVERING SOPHISTICATED CONTENT | USER EXPERIENCE DESIGN & GAMIFICATION | TRADITIONAL HMI VERSUS APP ECOSYSTEM

September 22 – 23, 2014 | LEONARDO ROYAL Hotel Berlin | <http://automotive-apps2014.we-conect.com>

‘Very informative, very interactive, very professional. You.conect! Thank you!’

Christian Hermann, Novero Dabendorf GmbH / Germany-

After a very successful **Automotive Apps and Mobile Device Evolution 2013** conference, we.CONECT will bring back the leading interactive networking event in the field of app and software development in automotive cockpits in 2014. More than 80 senior managers, leaders and directors will meet on September 22 - 23, 2014 in Berlin to discuss the latest developments in the field of content integration, experience design, gamification and the traditional HMI versus APP ecosystem. Become a part of the leading international community and join top pioneers from all over the world to discuss the pressing challenges, trends and innovations in the automotive apps industry.

KEYNOTE SPEAKERS 2014

Short summaries of the [keynote presentations](#) for Automotive Apps Evolution 2014 in Berlin:

- **Oskar Juhlin, Director at Mobile Life VinnExcellence Center Sweden** will offer valuable insights in his keynote on the task of ‘Designing Social Applications for People on the Road’ by drawing on ethnographic fieldwork of mobile user practices to influence the design of various applications... [read more](#)
- **Alberto Motta, R&D Global Uconnect Program Manager at Fiat Chrysler Automobiles Italy** will present opportunities and implications from the App world with an OEM and customers perspective, while showing some architectural models and content updates in his session “Managing Design, Development and Updates of Telematics Services & Apps...” [read more](#)
- **Fredrik Callenryd, Senior Business Analyst Connected Services Development at Scania Sweden** will present “The Smartphone in the Truck and Van: The Ideal Interface” covering seamless integration of technology and effective information integration... [read more](#)
- **Peter Virk, Head of Connected Technologies & Apps at Jaguar Landrover / UK** will share insights into Jaguar’s InControl Apps Mobile Application Platform offering iOS and Android mobile apps natively on the infotainment and connecting the car’s telematics and infotainment system to a mobile phone or tablet through the use of a standard USB cord. Further emphasis will be laid upon customer usage of apps in the car... [read more](#)

‘The conference was very informative, inviting and included a good variety of experts and experience.’

Donna Bell, Ford Motor Company / USA-

PREMIER we.CONECT APP DEVELOPER LOUNGE

New interactive session format designed for Auto Apps Evolution 2014

Be the first to see the latest and the most innovative applications for the automotive cockpit out there! The 2014 App Developer Lounge is a perfect platform to share ideas and practical solutions with the automotive apps community. In this special session, we.CONECT offers an opportunity to showcase latest applications introduced to the field. The most remarkable nominees receiving most of the community votes will be awarded.

What Can You Expect @ Automotive Apps Evolution 2014?

COMMUNITY: More than 80 attendees will come to discuss current challenges, brand new approaches and future trends in the field of app & software development in automotive cockpits.

DELEGATES: 80+ participants from over 50 companies and major OEMs from all over the world discuss about challenges and solutions, technologies, processes and innovations.

SPEAKERS & MODERATORS: 20+ pioneers & leaders will share their experiences and present their best practices e.g. Content & Information Management

NETWORKING: Multiple opportunities for networking where you will meet and greet with those hard-to-meet executives in a relaxed and social setting.

SESSIONS: 20+ innovative & interactive sessions ensure that all key topics are covered / 20+ hours of networking with top level executives from all important industries from across the globe.

FORMAT: Exciting Icebreaker Roundtables, World Cafés, more than 20 Case Studies, Challenge Your Peers Roundtables and Training Sessions

If you are interested in exchanging fresh approaches and new inspiration on how to empower your company's efforts in automotive apps development, UX and practical integration, you should not miss the Auto Apps Evolution 2014.

For any enquiry about the event or registration, please contact:

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