



Auto 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 **December 5th to 6th 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 from all over the world.

The **Auto Apps and mobile device evolution 2013** has become one of the leading conferences for strategic approaches and challenges in the field of Automotive Apps. With over 100 of the leading opinion makers from over 50 world leading organizations, **the Auto Apps and Mobile Device Evolution 2013** will be the definitive event for the industry. Furthermore, this unique conference includes more than **25 sessions, 6 World Cafés, 6 Challenge your Peers Round Tables, 4 leading Business Partners** and an **eventful Icebreaker Session** on the eve of the conference.

TOP STORIES 2013

- **Kazunari Nawa**, Ph. D, Group Leader Research, **Toyota Info Technology Center / Japan** will showcase "Integration of multiple systems and platforms for mobile devices, content & apps". Moreover, Mr. Patterson is going to discuss on the one hand the multiple usage of sensors and actors and on the other hand the multiple usage of HMI input and output devices. Lastly, he will bring explanation about architecture with scaling of functions.
- **Chris Steiner**, Director User Experience Practice, **Strategy Analytics / USA** will focus on the Automotive App User Experience. First, he will discuss current consumer experiences with connected infotainment systems. Secondly, he will talk about the future of connected services and deal with HMI issues with connectivity. At last, his final point will be about the driver distraction management.
- **Bryan Reimer**, Research Scientist, AgeLab, **Massachusetts Institute of Technology / USA** will mention in a World Café about potentials and limits of user centered innovations. In the beginning, he will raise the following question: what can we learn from behaviour & how do we have to look at users? Then he will bring concrete information regarding the Social-Desirability-Response-Set. Finally, he will support the very original idea claiming that: "humans / machines, it is all about language."

Take advantage of this great opportunity comprising large information flows and great Know-How exchanges. Come and take part in our Icebreaker Session on the day before the conference to get to know your peers. Enjoy the benefits of collective intelligence during our World Café and give a new and stimulating impulse to your business. Meet our Business Partners and discuss with them processes, solutions and products face to face and talk about more industry's themes and issues at our Challenge Your Peers Round Tables. To get more information about the conference or to register, please follow this link: <http://automotive-apps2013.we-conect.com/en/preview/register/>

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