



**GENIVI PANEL DISCUSSION
CEBIT SHOW
MARCH 5, 2009
2:45 – 3:30 PM
HALL 6, ROOM E50**

MODERATOR:

Graham Smethurst
BMW Group
General Manager, Infotainment and Communication Systems

Graham began his career in telecommunications, transferring to the automotive industry in 1989. During 11 years with Rover Group in the UK he was responsible for the successful delivery of many diverse projects ranging from embedded electronics to information technology solutions for vehicle diagnostics and electronic system design. From March 1998 to 2000 he was Head of Vehicle Information Systems at Rover Group. Following the sale of Rover by BMW Group in 2000 he transferred to BMW A.G in Munich to lead the development of the Car Communication Computer launched in the 5 series in 2003. Between 2003 and 2006 he led the team that defined the infotainment system launched in the new 7 series in 2008. Over the last 2 years he has been the BMW Group representative in an industry collaboration investigating the feasibility of alternative approaches to the delivery of automotive infotainment solutions. The target of the collaboration being a method to ensure the sustainable delivery of consumer based infotainment functionality within the technical and commercial constraints of the automotive industry.

PANELISTS:

Hans-Georg Frischkorn
General Motors
Executive Director of Global Electrical Systems, Controls and Software

Hans-Georg Frischkorn has joined General Motors in April 2006 as Executive Director of Global Electrical Systems, Controls and Software. In this role, Hans-Georg will be responsible for leading the design, engineering and release of electrical systems, controls, and vehicle software, enabling the operation of features/functions on all GM vehicles globally. This includes designing the global architectures for electrical functionality, serial data, and diagnostics.

Hans-Georg Frischkorn was previously Senior Vice President of Architecture and Systems Integration at BMW AG, where he had responsibility for electronics and software systems in all vehicle domains in pre-development and series development.

He began his career at BMW in 1997 as Vice President of In-House Consulting in Development, where he was responsible for the re-design of the product development process, including implementation of virtual methods, test and validation strategy, as well as launch readiness and quality. From 1999 to 2001 he was the project leader of the Z4 vehicle program.

Prior to his work at BMW, Hans-Georg Frischkorn spent two years at McKinsey & Company, managing projects in the financial sector and in the automotive industry. He began his career in 1978 with IBM Germany, working his way through positions in Product Development, Systems Engineering, Business Development and IBM Management Consulting.

A native of Cologne, Germany, he received the degree, Diplom-Informatiker, in computer science from Stuttgart University, in 1978.

Gerulf Kinkelin
PSA Peugeot Citroën
Innovation Area Manager for Electricity, Electronics and Telematics

Gerulf Kinkelin joined PSA Peugeot Citroën in 2006 as Innovation Area Manager for Electricity, Electronics and Telematics. As the representative of PSA at the AUTOSAR industrial partnership Steering Committee, G. Kinkelin will be the spokesperson of AUTOSAR from October 2008. After graduating from Ecole Polytechnique and Institute of Political Studies, Paris, he served as a telecommunications engineer in the French defense procurement agency, then in the government agency addressing technical regulation for the media (radio, TV). Before joining PSA, he worked at Matra Nortel in the telecommunications industry as provider of professional mobile networks for public safety agencies. One of his first tasks was to start the French police radio network for the soccer worldcup Mondial 98. He then worked in the defense electronics area at Thales to develop large network centric systems. His background and experience is electronics, systems, industrial and international cooperation.

John Bruggeman
Wind River
Chief Marketing Officer

As Chief Marketing Officer of Wind River, John Bruggeman oversees Wind River's product planning and management, corporate marketing, and regional marketing. Bruggeman joined the company in February 2004.

Bruggeman brings more than 20 years of diverse marketing experience to Wind River. Prior to joining Wind River, he was Vice President of Marketing at Mercury Interactive Corporation, where he successfully revitalized the marketing organization by defining and creating a new category space. At Mercury, Bruggeman led the company's rebranding efforts and launched a new sales enablement model focused not on products, but on enterprise-wide solutions. Bruggeman has also held a variety of marketing positions at Alventive, America Online, Netscape, Lucent, and Octel Communications.

Bruggeman earned a Bachelor of Science degree in statistics and computer science from San Jose State University and a Master of Science degree in mathematics from the University of Connecticut.

Staci Palmer
Intel
Director, In-vehicle Infotainment

Staci is Director, In-vehicle Infotainment, of Intel's Low Power Embedded Processor Division (LEPD). LEPD is responsible for developing and marketing Intel silicon and platform solutions for a wide variety of embedded and communications markets such as in-vehicle infotainment, industrial control, premise service gateways, print imaging and video analytics. The LEPD product portfolio includes the Low Power Intel Architecture (Atom ® processor) family, and other microprocessors, and chipsets. The in-vehicle infotainment team is responsible for ensuring the LEPD portfolio satisfies the requirements of the automotive industry such as extended temperature, and high reliability and driving vehicle specific platform level innovations and standards. The IVI team scope includes defining and delivering Intel's in-vehicle infotainment market segment strategy, product roadmap, ecosystem support, business development, industry standards participation, and go-to-market strategies. Prior to her current assignment, Staci was

Director of Marketing for the Modular Communications Platform Division (MCPD) at Intel Corporation. MCPD developed board, software and systems products for the telecommunications markets. During her 20 year career in the computer industry, Staci has held a variety of senior management positions in Product Management, Marketing, and Major Account Management. Prior to joining Intel, Staci was employed by Motorola from 1989-2000. She has Bachelor of Science degrees in marketing and management, and a Master's degree in technology management.

Wilhelm Steger

Delphi

Managing Director, Entertainment & Communications Product Business Unit

Dr. Wilhelm Steger has taken over the responsibility for Delphi's Entertainment & Communications Product Business Unit (PBU) as Managing Director Europe in January 2009. Dr. Steger has a long experience in the automotive and telecommunications sector. Before joining Delphi, he served over 5 years many OEM customers worldwide as Executive Vice President for Multimedia and Navigation at SiemensVDO, a branch of Siemens AG, which had been acquired by Continental AG in December 2007. Before joining SiemensVDO Dr. Steger has worked 3 years as Vice President Product Management at Siemens Mobile's Wireless Modules business unit. There he headed all Strategic Marketing, Product Marketing and Application Engineering activities for the automotive, consumer and industry sector. From 1998 to 2000 he has been Director Strategic Marketing with the Automotive Modules and Relays Division of Siemens Electromechanical Components, a unit which has been divested in 2000 by Siemens to Tyco Electronics. Dr. Steger holds a degree of mechanical engineering from the Technical University in Munich and a Ph.D. degree from the University of Stuttgart where he worked for the Fraunhofer Institute for Manufacturing Engineering and Automation.

Antonino Damiano

Magneti Marelli

Infotainment & Navigation R&D Manager

Antonino Damiano works in the R&D department of Magneti Marelli since 1976. He managed the embedded software design department from 1992 to 2000 and the Telematics head unit software development from February 2000 to October 2003 when he got the overall responsibility of Telematics development. Device software developed under his responsibility includes engine control management unit, robotized gear box control unit, instrument clusters and vehicle network control unit for large series automotive applications as well as for F1 racing cars.

Christian Feltgen

Visteon Corporation

Global Director of Infotainment

Christian Feltgen is senior director of Visteon Corporation's global audio and infotainment business in the electronics product group. In this role, Feltgen is responsible for strategy and product development for the company's premium audio systems, audio head units, connectivity, infotainment and family entertainment solutions.

Feltgen's role includes day-to-day program management of a global team distributed across the UK, U.S., Brazil, Germany, China and India, and includes developing highly reusable platforms and architectures to the automotive sector.

Feltgen has more than 14 years of automotive experience. Previously, he was customer business unit director in Europe with responsibility for financial performance and program management delivery of Visteon products including climate, interiors, electronics, lighting and chassis.

His career started at Ford Motor Co., where he held various positions in product development and program management. Feltgen has a master of engineering degree in electrical engineering from the University of Aachen.

