



# Press Release

## **FOR IMMEDIATE RELEASE**

### **GENIVI Alliance to Host First Completely Open Automotive Forum**

*First Public Industry Conference to Focus on Use of Open Architecture in Automotive Beyond Infotainment*

**SAN RAMON**, Calif., - Oct. 2, 2013 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, will host Open Automotive '13, the first public forum focused strictly on the use of open source software in the automotive infotainment industry.

Open Automotive '13, to be held on October 9 at the San Diego Marriott Marquis & Marina, will fully explore – with automakers, leading suppliers, automotive consortia and industry analysts – the many different ways that future IVI can interact and inter-operate in truly open systems, whether those systems are built on traditional proprietary models, or like GENIVI, which uses an open source development methodology.

“This event will be a first for the industry, and using a talk show format, Open Automotive '13 combines the automotive leadership of GENIVI Alliance with the rest of the open thinkers with an interest in monetizing the next generation of in-vehicle experiences,” said Joel Hoffmann, automotive strategist, Automotive Solutions Division, Intel Corporation and GENIVI treasurer. “Not constrained by the traditional boundaries of infotainment, the panelists will debate both open and the highly competitive nature of automotive software needed in the next decade.”

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Held in conjunction with GENIVI's bi-annual All-Member Meeting, Open Automotive '13 begins with an opening keynote speech by John Ellis, global technologist & head of the Ford Developer Program, Ford Motor Company. Mr. Ellis will be followed by over 20 additional speakers and industry leaders.

Topics include: "Collaborate or Die", "Developers Rule", "Analyst Viewpoints – Connectivity Futures", "The Open Automotive OS Battleground", "Beyond Infotainment" and "Analyst Viewpoints – Infotainment Features."

Registration for the event is \$199 and includes discounted hotel rates, a networking dinner yacht cruise with over 300 GENIVI members on San Diego Bay on the evening of Oct. 8, followed by the day-long conference and ending with access to GENIVI's member showcase/expo/networking event featuring over 40 demonstrations from GENIVI members.

For further information and to register, visit <http://openautomotive.genivi.org/>.

## **About GENIVI Alliance**

The GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI's work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. Comprised of more than 180 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit [www.genivi.org](http://www.genivi.org) for more information.

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