



Press Release

FOR IMMEDIATE RELEASE

GENIVI To Host “Connected Car Track” During Super Mobility Week

A Key Track as Part of CTIA 2014th Mobility Week’s “Money Event”

SAN RAMON, Calif., - August 26, 2014 - The GENIVI[®] Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform announced today that it will host the “Connected Car- Open Automotive Track” as part of CTIA’s Super Mobility Week in Las Vegas, Sept. 8-11, 2104, at the Sands Expo and Convention Center.

In conjunction with Mobility Week’s “The Money Event” which features panel discussions and demonstrations from some of the most successful experts in the mobile banking and commerce world, the Connected Car - Open Automotive Track will cover the latest innovations and enablers to provide commerce in the car, which itself is now increasingly connected, and in fact a mobile “device” in its own right.

As part its Open Automotive Series, GENIVI will host three sessions on Sept. 11: **Collaborate or Die (United We Stand)** focusing on the partnerships, alliances and other collaborative efforts that are facilitating major developments in the sector; **Cars are Connected – Where are the Applications** which will discuss how automotive

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applications are still missing from the digital devices passengers carry into their vehicles, and **Inside Your Car, Your Mind and Your Wallet** that will delve into the costs vs. consumer and key stakeholder benefits to bring IoT into the vehicle.

"The Connected Car – Open Automotive Track will serve as an ideal venue for GENIVI, as an open source thought leader, to showcase current and future mobile innovations happening in the money and commerce ecosystems," said Joel Hoffmann, director of Marketing for GENIVI Alliance. "This unique event will bring automotive industry leaders from across the globe to discuss how the connected car is literally becoming a vehicle for payments and commerce."

GENIVI's Open Automotive events are a series of one-day conferences that explore – with automakers, suppliers, automotive consortia and leading industry analysts – the relationship between automotive connectivity and the so-called "Internet of Things (IoT)". Later in the year, Open Automotive will appear in Detroit as well as live webinars hosted by Automotive World. For future GENIVI events, visit <http://genivi.org/events>.

To register for The Money Event in conjunction with CTIA Super Mobility Week and receive a 30% discount on the price of registration, visit www.themoneyevent.com and enter discount code "ADITYA30."

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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 170 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

About The Money Event

The Money Event (www.themoneyevent.com) where the Mobile and Money ecosystems meet, make deals and create partnerships. The Money Event will offer an unprecedented experience to 40,000 attendees from 100 countries at CTIA 2014, with a combination of visionary presentations, thought-provoking panel discussions and company-specific demonstrations in 3 parallel tracks over 2.5 days of rich programming, all against the backdrop of mobile's premier industry event, Super Mobility Week. THE MONEY EVENT will run from September 9 -11, 2014 in Las Vegas.

About CITA

CTIA-The Wireless Association[®] is an international nonprofit membership organization that has represented the wireless communications industry since 1984. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products.

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