

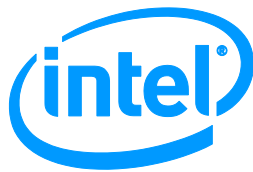
The Third International Summit On the State of the Connected Vehicle



Sponsors



Octo Telematics North America
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The Third International Summit On the State of the Connected Vehicle

Hosted by the Connected Vehicle Trade Association
and the Michigan Department of Transportation

January 18-19, 2012
Troy, Michigan

The benefits of the Connected Vehicle require strong relationships and coordination between public sector infrastructure owners and operators and private sector providers (suppliers, automakers, application providers, systems suppliers, commercial vehicles, etc.). This day-and-a-half Summit will discuss the strategy and policy of these groups as they move forward to realize this vision.

Conference Agenda

Day One Policy and Strategy for Deployment

It takes the involvement of numerous governmental organizations to affect the deployment of connected vehicle platforms and infrastructure and the systems and services associated with those deployments on a national, state and local level. Safety and mobility and environmental stewardship are responsibilities that governments focus on whenever deployment is discussed. Funding for deployment activities as well as for ongoing O&M are also critical government concerns. How each region and governmental agencies within the regions considers these and other topics will be discussed.

1:00 pm to 1:15 pm	Welcome and Opening Remarks (Harry Voccola)
1:15 pm – 1:45 pm	Keynote Address – Kirk Steudle, MDOT
1:45 pm to 2:45 pm	National Perspectives on Policies and Strategy: At this session each of the regions will present their vision for the connected vehicle, including benefits perceived or anticipated, their strategy to realize this vision, including the roles of public-partnerships partnership and any policies need to implement their strategies. - EU (Juhani Jaaskelainen) - China (Peter Zhou) - Japan (Shoichi Suzuki) - RITA/JPO (Shelley Row) -- Moderator: Scott McCormick, CVTA

<p>2:45 am – 3:30 pm</p> <p>3:30 pm – 4:15 pm</p> <p>4:15 pm – 5:00 pm</p>	<p>Federal and State Deployment Concerns: The U.S. Perspective today after nearly ten years of research. The technologies have evolved and benefits are more clearly understood. What are the concerns today as we move forward toward deployment. What are the schedules and what roles do the different organizations expect to play in deployment decisions and ongoing O&M. Will funding be an issue? What are the partnerships the federal agencies are considering.</p> <ul style="list-style-type: none"> - NHTSA (<i>Ray Resendes</i>) - FHWA (<i>Dr. Kunik Lee</i>) - AASHTO (<i>Jim Wright</i>) -- Moderator: <i>Harry Voccola</i> <p>Break</p> <p>Legal Considerations: IP and Other Legal and Policy Considerations:</p> <ul style="list-style-type: none"> - <i>Mike Stolarski, Dykema</i> - <i>Paul Laurenza, Dykema</i>
<p>5:00 pm – 5:30 pm</p>	<p>Car Connectivity Consortium (<i>Mika Rytkonen</i>)</p>
<p>5:30 pm – 7:30 pm</p>	<p>Reception With Prize Drawing Sponsored by CVTA</p>
<p style="text-align: center;">Day Two</p> <p style="text-align: center;">Near Term Business Opportunities</p> <p style="text-align: center;">During this session, the discussion will concentrate on the business perspectives from automotive suppliers, government contractors, commercial services, connected services and content and development services.</p>	
<p>7:30 am to 8:30 am</p> <p>8:30 am – 9:00 am</p>	<p>Continental Breakfast</p> <p>Automotive Industry Update and Future Outlook</p> <ul style="list-style-type: none"> - <i>Polk (Norman Marks)</i>
<p>9:00 am - 9:30 am</p>	<p>The State of the Market – Where is the market going for the near, mid and long term by sector and technology. Egil will provide unique analytics and insight into the recent and near term trends.</p> <ul style="list-style-type: none"> - <i>Egil Juliussen, IHS</i>
<p>9:30 - 10:15 am</p>	<p>Future Perspectives: Automotive Suppliers</p> <ul style="list-style-type: none"> - <i>Delphi (Heri Rakouth) - Connectivity for a Safer and Greener Mobility</i> - <i>Magneti Marelli (Gary Streelman) – The Future of Telematics</i> - <i>Panasonic (Hakan Kostopen) -</i> --Moderator: <i>Scott McCormick</i>

10:15 am – 10:45 am	Break
10:45 am – 11:30 am	Connectivity and Insurance Services and Data Concerns - ATX (<i>Dave Ferrick</i>) - Verisk Analytics (<i>Christopher Sirota</i>) - Octo Telematics (<i>Rob Martin</i>) --Moderator: <i>Marci Kleinsasser (Road America)</i>
11:30 am – 12:00 pm	Pre-Lunch Address – Connected Cars: Separating Hype from Reality (<i>Joel Hoffmann - Intel</i>)
12:00 pm - 1:00 pm	Lunch
1:00 pm - 1:30 pm	Post-Lunch Address Big Data and its role in accelerating adoption of connected vehicle (<i>Ed Allen - Oracle</i>)
1:30 pm - 2:15 pm	Connectivity and Safety - SAIC (<i>Greg Krueger</i>) - CruiseCam (<i>Dr. Robert Finkelstein</i>) - Booz Allen (<i>Jim Misener</i>) --Moderator (<i>Gerry Conover</i>)
2:15 pm - 3:00 pm	Connectivity and the Motor Vehicle - AAMVA (<i>Neil Schuster</i>) - QNX on Driver Distraction (<i>Patrick Shelly</i>) - Kapsch (<i>Justin McNew</i>) --Moderator (<i>Jim Misener</i>)
3:00 pm – 3:30 pm	Break
3:30 pm – 4:15 pm	Connectivity and Sustainability - HTML5 (<i>Patrick Shelly - QNX</i>) - AERIS (<i>Ram Kandarpa - BAH</i>) - Sprint (<i>Tim Johnson</i>) <i>Safely and Profitability Connecting the Digital Road Ahead</i> --Moderator (<i>Valerie Shuman</i>)
4:15 pm – 4:45 pm	Connectivity: Back to the Future – Harry Voccola and Richard Bishop
4:45 pm – 5:00 pm	Closing Remarks (Scott McCormick)

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