

Consumer Telematics Show

January 6, 2020

Planet Hollywood Resort & Casino, Las Vegas, NV

THE FUTURE IS SEAMLESS



#TUCTS

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FUTURE TECHNOLOGY MUST BE SEAMLESS

With CES® coming to Las Vegas, CTS 2020 is offering you the chance to focus on the automotive technology disrupting the industry today.

Join us on January 6th and immerse yourself in the automotive space. Automakers are no longer just focused on the exterior. Increasingly, the consumer is being swayed by the in-vehicle experience. To stay competitive, the industry is looking to new consumer-centric technologies to bring creature comforts and connectivity into the car.

WE'LL BE ASKING:

- How will voice technology impact the driver experience?
- What's needed to make in-vehicle payments a reality? Do automakers need to collaborate directly with banks? With Fintech? With Retailers? With the City?
- Is the car evolving from a product to a service?
- DSRC, 5G or Satellite? Which will win the battle for the Connected Vehicle?
- What's the future of in-vehicle entertainment?
- How can you use AI and Machine Learning to leverage data insights giving you a powerful competitive edge?

...and more!

Reimagine the connected car landscape with TU-Automotive in Las Vegas and discover how you can leverage telematics to keep up with the evolving consumer. Secure your place today on our website.

CTS TALKING POINTS:

ENTERTAINMENT:

Will the future car be seen as a method of transport or an extension of our homes, where our creature comforts and infotainment will seamlessly integrate between devices?

FINTECH:

Will your car be an extension of your wallet? Can the infrastructure be monetized through pay per use services? Will automakers need to collaborate directly with banks or retailers?

BRAND:

Understand the strategic value of in-vehicle design in improving user retention and increasing brand loyalty.

DATA:

Are we data-rich but knowledge-poor? Telematics and IoT technologies enable us to collect more data about our user than ever before. But who owns the data? How can we use our data equity? How do we protect the data?

UX:

Examining how new technologies will allow users to seamlessly switch devices from mobile to car, without interruption, personalizing their experience.

VOICE TECHNOLOGY:

How will voice technology impact the driver experience? Will consumers adopt an automaker's HMI or will they continue to favor Alexa, Google or Siri?



NEW FOR 2020: HAPPY HOUR ROUNDTABLES

CHOOSE A DISCUSSION TOPIC
AND DEBATE WITH YOUR PEERS AS YOU
ENJOY A BEER OR A GLASS OF WINE



Cybersecurity -
Identifying the
weakest link



V2X Technology -
the future of
autonomous



Integrating Startup-
thinking into
traditional business



Building public trust
in self-driving
software – How safe
is safe enough?



Data and
Privacy Issues



Level 4 deployment
generating a positive
cash flow - when?



Cracking
Subscription
Economy



PANEL DISCUSSION: WHAT IS V2X AND WHAT IS THE RIGHT TECHNOLOGY FOR IT, DSRC, LTE-V2X PC5 OR OTHERS?

- What use cases constitute V2X? Should we include everything that requires connectivity from/to a car?
- What is the right technology for V2X? Short range technology like DSRC, LTE-V2X PC5 or long-range technologies like 4G-LTE, 5G uplink and downlink, or satellite?
- What are the challenges for deploying V2X? Are we facing a V2Zero (V20) possibility?
- How much will it cost to fully deploy any or all these systems and who will pay for it? How much extra will the consumer have to pay to benefit from these technologies?

AFTER

PARTY

You are invited to our
official CTS After Party

RSVP TODAY –
Limited Spaces available

Where better to party than Las Vegas?

Join us for drinks on the evening of Monday January 6th. Relax and network with your fellow automotive consumer technology experts and kick off your CES® week in style. You can add this unmissable networking party to your CTS delegate pass for **FREE**.

Don't miss out! RSVP Today.

[FIND OUT MORE](#)

2020 AGENDA



8:00am REGISTRATION & MORNING COFFEE

9:00am CHAIRPERSON'S WELCOME

David Zoia, Director of Research, **Wards Intelligence**

9:05am OPENING KEYNOTE: CAR MEETS CLOUD – INNOVATION IN LAUNCHING A PREMIUM BRAND EV

- Pushing the EV boundaries and designing a holistic user experience
- AI, Machine Learning and Cloud Technology – Reinventing the wheel
- How strategic partnerships are necessary to launching a premium EV

Moderator: Roger Lanctot, Director, Automotive Connected Mobility, **Strategy Analytics**

Panelists: Mikael Elley, Chief-of-Staff and Chief Information Officer, **Karma Automotive**

Kaivan Karimi, Senior Vice President and Co-Head, **BlackBerry Technology Solutions (BTS)**

Dean Phillips, Worldwide Technical Leader for Automotive and Manufacturing, **Amazon Web Services**

9:35am PANEL DISCUSSION: PERSONALISING THE FUTURE OF THE CONNECTED CAR – WHERE IS THE INDUSTRY AT PRESENT AND WHERE IS IT ADVANCING TO?

- Automakers have built their own internal voice systems however increasingly customers are turning to what they know best – Siri, Alexa and Google – how can automakers create a seamless experience for the customer if they don't design these platforms into their vehicles as the primary assistance system?
- What is working and what isn't – what are the advance strategies of HMI?
- How will the evolution of in-car infotainment enhance the user experience and help manufacturers build their digital relationship with their customers?
- How much does design have on the impact?

Moderator: John Canali, Principal Analyst, IoT Practise, **Ovum**

Panelists: David Holecek, Director Digital Experience, **Volvo**

Peter Polit, Vice President and General Manager, **SiriusXM Connected Vehicles Services**

Speaker TBA, **Immersion**

10:15am FIRESIDE CHAT: THE ENTERTAINMENT AND THE AUTOMOTIVE INDUSTRY, THE DRIVE- IN OF THE FUTURE?

- What does the evolution of streaming services look like?
- As media consumption evolves to entertainment on the go and personal entertainment is no longer considered a luxury – how is the broadcast media industry and the automotive industry taking advantage of this trend?
- Will current and future regulations on safety and driver distraction stall the burgeoning relationship between these two industries?

Interviewer: Stephen Bell, Senior Analyst, **TU-Automotive**

Lawrence Kennedy, Product Lead, **YouTube**

Daisuke Tanaka, Director, Automotive Business Development, **Spotify**

10:40am NETWORKING COFFEE BREAK

11:10am SIRIUSXM PRESENTATION

Mitch Dornich, Vice President of Product, **SiriusXM Connected Vehicles Services**

11:30am PANEL DISCUSSION: MOVING TOWARDS A PAY-PER-USE ECONOMY WITH THE CAR AT THE CENTRE – THE RISE OF FINTECH AND HOW IT WILL CHANGE THE TRADITIONAL BUSINESS MODEL

- What's happening in the app frame? Where are we going and what are customers really expecting?
- How will E-Wallets change how consumers buy and sell?
- Can the connected car help give cities the tools they need to move forward with advanced infrastructure? Can the infrastructure be monetised through pay per use services?
- What partnerships do we need to create to make it a success? How will an evolving business model facilitate this?

Moderator: Paul Asel, Managing Partner, **NPG Capital**

Panelists: Brandon Blumber, Manager, BusinessDevelopment, Vehicle Connected Services, **Nissan North America**

Speaker TBA, **Fiserv**

12:10pm PANEL DISCUSSION: STOP FOCUSING ON TOMORROW! HOW TO BENEFIT THE CUSTOMER TODAY BY OPTIMISING THE TECHNOLOGY WE HAVE

- How can we use telematics, automation and active safety systems to enhance trust, convenience and ease of mobility?
- What type of refinement is needed to ensure an easier interface to all the high-tech features?
- Does the customer want all this new technology or simply a more intuitive, comfortable and safer driving experience?

Moderator: Bryan Reimer, Research Scientist, **MIT**

Panelists: Ola Bostrom, Vice President Research, Innovation and IPR, **Veoneer**

Brad Stertz, Director of Government Affairs, **Audi**

Jeff Kaelin, Vice President, Product Development, **AvisBudget**

12:40pm NETWORKING LUNCH BREAK

1:45pm CREATING YOUR CUSTOMER JOURNEY VIA YOUR BRAN - MOVING FROM CAR AS A PRODUCT TO CAR AS AN EXPERIENCE

- Understanding the strategic value of design and how great design will improve the user experience and retrain brand loyalty
- How is the interior design, telematics and cockpit evolving to become more important to customers as their relationship with the car is slowly moving from buying a car by what it looks like on the outside to how it looks and feels on the inside?
- Moving from car as a product to car as an experience – what does this actually mean and how is this becoming the new foundation for the automotive industry

Andrew Moir, Senior Design Manager, **Hyundai Design North America**

2:10pm AUTOMOTIVE INTERIOR DESIGN AND DRIVING EXPERIENCE REVOLUTION WITH STRETCHABLE ELECTRONICS

- Shared driving is becoming a norm in the future. There will be 400 people instead of 4 people driving the same vehicle with unique user needs and expectations
- Interiors and functionality solutions shall adapt into different driving modes smoothly without adding more switches and buttons to surroundings.
- Stretchable electronics solutions, that can be applied under interior materials, enables changing driver modes based on user preferences, with provided advanced functionalities.

Tytti Julkunen, CMO, **FORCIOT**

2:20pm IMPROVING THE USER EXPERIENCE THROUGH INTELLIGENT VEHICLE & MOBILITY SOLUTIONS

Mervi Heinaro, CEO, **Flexound**

2:30pm PANEL DISCUSSION: DATA DRIVEN VEHICLE – FINDING THE RIGHT COLLABORATION TO INCREASE YOUR DATA EQUITY

- How is AI and Machine Learning impacting on big data giving automakers the leverage they need to understand their customers better?
- How can these intrinsic technologies help leverage data insights and analytics giving you a powerful competitive edge?
- Using data from different parts of the value chain to create efficiencies in the value chain in order to generate new business propositions
- Creating a better data equity strategy in order to increase your ROI and increase customer satisfaction

Moderator: Scott McCormick, President, **Connected Vehicle Trade Association (CVTA)**

Panelists: Gahl Berkooz, Vice President of Data, Analytics, and Monetization, **ZF Group**

Bryn Balcombe, Founder Autonomous Drivers Alliance (ADA) & Chief Strategy Officer, **Roborace**

Luke Schneider, Chief Operating Officer, **wejo**

3:10pm NETWORKING COFFEE BREAK

3:40pm LEXISNEXIS PRESENTATION

Adam Hudson, Senior Director & General Manager, Connected Car US, **LexisNexis Risk Solutions**

4:00pm CYBERSECURITY AND THE CONNECTED CAR

- Overview of the threat landscape in the connected vehicle infrastructure
- Snapshot into latest automotive cybersecurity incidents targeting the industry
- What vehicle OEMs and fleets are doing to enable end to end security of their connected vehicles.

Dan Sahar, VP Products, **Upstream Security**

4:20pm PRESENTATION

4:40pm PANEL DISCUSSION: WHAT IS V2X AND WHAT IS THE RIGHT TECHNOLOGY FOR IT, DSRC, LTE-V2X PC5 OR OTHERS?

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- How much will it cost to fully deploy any or all these systems and who will pay for it? How much extra will the consumer have to pay to benefit from these technologies?

Moderator: Scott Belcher, President & CEO, **SFB Consulting**

Panelists: Hongsheng Lu, Principal Researcher, **Toyota North America**

Tom Freeman, Senior Vice President, **Land Mobile, Kymeta**

5:10pm HAPPY HOUR ROUND TABLES - PICK YOUR TOPIC AND JOIN IN A DISCUSSION OVER A BEER OR A GLASS OF WINE

ROUND TABLE 1

Cybersecurity – Who or what is the weakest link

- The car, the infrastructure, the government, automaker or developer?

ROUND TABLE 2

V2X Technology – Accelerating the realisation of autonomous driving
Stephen Bell, Senior Analyst, **TU-Automotive**

ROUND TABLE 3

From Startup to Automaker – What's the best way to integrate a Startup into a traditional business?

ROUND TABLE 4

Building public trust in self-driving software – How safe is safe enough?

Bryn Balcombe, Founder **Autonomous Drivers Alliance (ADA)** & Chief Strategy Officer, **Roborace**

ROUND TABLE 5

When can we truly expect to see Level 4 deployments that generate a positive cash flow?

ROUND TABLE 6

Data and Privacy Issues – Deep Dive into the issues

David Lukins, Senior Director Global Product Management, **LexisNexis Risk Solutions**

ROUND TABLE 7

Cracking the Subscription Economy – Everyone is trying but who's actually winning?

John Canali, Principal Analyst, IoT Practise, **Ovum**

ROUND TABLE 8

What is the future of infotainment and the driver experience?

ROUND TABLE 9

Data Monetization – How and When Will Vehicle Data Pay Off?

ROUND TABLE 10

Is there a ceiling on the production of EVs? What will it take to convince consumers to take the EV plunge?

5:50pm CHAIRMAN'S CLOSING REMARKS

6:00pm until late CTS NETWORKING AFTER PARTY

MEET THE SPEAKERS



David Zoia
Director of Research
Wards Intelligence



David Holecek
Director Digital Experience
Volvo



Brandon Blumber
Manager, Business
Development, Vehicle
Connected Services
Nissan North America



Andrew Moir
Senior Design Manager
Hyundai Design North
America



Lawrence Kennedy
Product Lead
YouTube



Luke Schneider
Chief Operating Officer
Wejo



Mitch Dornich
Vice President of Product
SiriusXM Connected
Vehicles Services



Dean Phillips
Worldwide Technical
Leader for Automotive and
Manufacturing
Amazon Web Services



Bryan Reimer
Research Scientist
MIT



Ola Bostrom
Vice President Research,
Innovation and IPR
Veoneer



Brad Stertz
Director of Government
Affairs
Audi



Jeff Kaelin
Vice President, Product
Development
AvisBudget



Kaivan Karimi
Senior Vice President
and Co-Head
BlackBerry Technology
Solutions



Mikael Elley
Chief-of-Staff and Chief
Information Officer
Karma Automotive



Roger Lanctot
Director Automotive
Connected Mobility
Strategy Analytics



Peter Polit
Vice President and
General Manager
SiriusXM Connected
Vehicles Services



Tytti Julkunen
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VP Products
Upstream Security



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Vice President of Data,
Analytics, and Monetization
ZF Group



Paul Asel
Managing Partner
NPG Capital



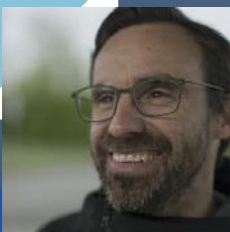
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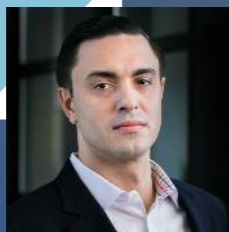
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Senior Director Global
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LexisNexis Risk Solutions

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SPONSOR CONSUMER TELEMATICS SHOW 2020



CONNECT.

Connecting with your customer is vital to doing business. CTS 2020 offers you a variety of ways to speak face-to-face with your audience.



VIP SERVICES

PRIVATE DINNERS

We will assist in organizing invite only dinners for you to meet the executives you came for.

EXCLUSIVE BREAK AREA

Network with other VIP's in our private section, dedicated to facilitating the conversations you want.

SECURE THE ATTENDEES YOU WANT

Our VIP services will contact and pursue the individuals you want at the conference to discuss business with.



HAPPY HOUR ROUNDTABLE HOSTING

Host an interactive roundtable for Automotive leaders and gather real-time data on their current needs.



NETWORKING

Take advantage of our Networking App and Receptions. Or host the CTS After Party and impress Las Vegas with your hospitality.



ACCELERATE.

CTS 2020 offers multiple solutions designed to accelerate your business in 2020 and beyond. With the leading automotive experts seeking new technologies, you can't miss this opportunity to do business.



PRODUCT LAUNCHES

CTS is the ideal platform for launching a new product or service to the market. With 500+ Automotive leaders at your fingertips for maximum exposure.



MARKET POSITIONING

Position your business and get a step ahead of your competitors by involving your company in this unique and telematics focused event.



BRAND EXPOSURE

Keep your brand front of mind with multiple digital and traditional branding opportunities before, during and after the event.



LEAD GENERATION

Generate new business opportunities from a highly targeted audience.



SHOWCASE.

With the end-users in town and in attendance this is a unique opportunity to showcase the latest and most innovative technology and business solutions to a captive audience.



PRODUCT SHOWCASE

CTS 2020 provides the opportunity to share your story and demonstrate your technology to the people that really matter.



EXHIBITION BOOTH

Reserving space on the exhibition floor is the best place to showcase and build new business connections.



ENTERTAIN CLIENTS

Entertain your clients during our unique happy hour roundtable session or during the official CTS after party.



EDUCATE.

Demonstrate your talent, expertise, experience and passion on the stage at CTS 2020 and establish yourself as a trusted thought leader.



PRESENTATIONS

Take ownership of the conversation with a solo-content presentation. Leverage our extensive content knowledge. We will work with you to ensure you get the most of your session.



USE CASE PRESENTATIONS

Demonstrate best practice in these case study style sessions. The audience is primed to hear real-world stories about how your solution benefits the industry.



PANELS

An audience favorite. These live discussions that ignite conversation! Sit alongside other industry leaders and position yourself as a thought leader.



ROUNDTABLES

Host an intimate happy hour roundtable around a specific topic and invite automotive technology leaders to debate with you over a beer or a glass of wine.

SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	HAPPY HOUR ROUNDTABLES	EXHIBITION ONLY
Presentation	✓	✓			
Panellist or Roundtable	✓		Panel	Roundtable	
Exhibition Stand	10'x8'	10'x8'			10'x8'
Conference Passes	6	4	2	2	2
Facilitated 1:1 Meetings	3				
Discount for Conference Passes	40%	30%	30%	30%	30%
Q&A Event Website	✓				
Whitepaper hosted on Website	1				
Branding on Event Website	✓	✓	✓	✓	✓
Branding at the Event	✓	✓	✓	✓	
Branding on Stage	✓	✓	✓		

WHO YOU WILL MEET?

JOB TITLES:

- ✓ C- Suite
- ✓ VP, EVP, AVP & SVP
- ✓ Government Leaders
- ✓ Telematics Directors
- ✓ UX Directors/Engineers
- ✓ Technology/Telematics Managers
- ✓ Cybersecurity/Risk Managers



COMPANY TYPES:

- ✓ Automakers
- ✓ Software Manufacturers
- ✓ Technology Providers
- ✓ UX Designers
- ✓ Hardware
- ✓ Governments
- ✓ Tier 1's
- ✓ Analysts and Press



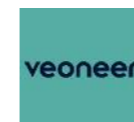
2020 SPEAKERS INCLUDE



avis budget group



HYUNDAI MOTOR GROUP



EXHIBITION & SPONSORSHIP INQUIRIES

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LEARN MORE BY VISITING OUR WEBSITE

WHY VISIT CTS & ATTENDEE PRICING



Be inspired by your industry peers who are adopting new technologies to create a seamless customer experience, from home to vehicle.



Focus your learning and networking on automotive by joining us at CTS before heading to CES® 2020.



Discover how the rise of Fintech will change future business models as we move towards a pay-per-use economy with the car at the center.



Reinvent your business to stay relevant and profitable in the evolving automotive market.



Find out how you can create a better data equity strategy in order to increase your ROI and increase customer satisfaction.



Take part in the debate between DSRC, Satellite and 5G. Who is backing the right horse?



Join our NEW happy hour round tables and choose a telematics focused topic to deep-dive into over a beer or a glass of wine.



Come along to our networking party to mingle with the leaders driving the automotive tech landscape and kick off your CES week in style!

OUR 2020 SPONSORS & EXHIBITORS INCLUDE:

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Until November 29, 2019	\$845	\$300	FREE	FREE	FREE
Until December 13, 2019	\$895	\$300	FREE	FREE	FREE
Final Price	\$995	\$300	FREE	FREE	FREE

ALL PASSES INCLUDE:

- ✓ Access to 1-day conference content
- ✓ Access to visionary speakers
- ✓ Access to Meeting Zones
- ✓ Access to the exhibition featuring the most innovative technology providers
- ✓ Access to the Networking App
- ✓ Access to presentation slides (excluding panel discussions)
- ✓ Complimentary Refreshments and Lunches

Email Yanko at yanko.karapeev@informa.com for information about group discounts.

JOIN 500+ OF YOUR PEERS

THE CTS 2020 SHOW TEAM



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