Future World Symposium automotive panel announced

ECN Europe

Future World Symposium [1] has announced the line up of its first panel debate, “The connected car: who owns the data?”, which will identify the challenges and technology drivers for the car industry as it seeks to create safer, more efficient, truly connected vehicles. [2]

The debate, held at Wembley Stadium on the 25th April as part of Future World Symposium, will examine the roadmap to the next generation of vehicles, which will be connected, more efficient and safer; highlighting emerging trends, identifying the vital underlying technologies and asking: who owns the data?

Chaired by automotive analyst Nick Ford of Frost & Sullivan, the panel will also include Freescale, Infineon, Jaguar Land Rover, McLaren Electronic Systems and O2.

“Manufacturers are using a large proportion of their R&D budgets to increase the efficiency, safety and connectivity of vehicles and there is demand on manufacturers to integrate users’ phones into the car,” said Nick Ford. “Consumers are willing to pay a premium for vehicles with this functionality and the right interface; but it leads to three important questions: how much access should be given third party apps, how do you maintain the integrity of third party data and who owns these data?”

Future World Symposium is a conference and exhibition that unveils the paths of global technological innovation, is set to take place at Wembley Stadium on the 24th and 25th April.

Now in its second year, the event examines emerging trends and opportunities for future automotive, eHealth, the connected home and mobile consumer sector. A series of persuasive talks will be given by industry leaders, analysts and

researchers.

Organisers have confirmed expert speakers from: ADI, Altran Praxis, ARM, Broadcom, CSR, Freescale, Frost & Sullivan, Gartner, HP, IBM, Imagination Technologies, Infineon, Isansys, Jaguar Land Rover, McLaren Electronic Systems, Microsoft, NDS, O2, Pure and Synopsys.

SOURCE [3]

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http://www.ecnmag.com/blogs/2012/03/future-world-symposium-automotive-panel-announced

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