

# OPEN AUTOMOTIVE '15

STUTTGART PRESENTED BY THE GENIVI ALLIANCE



## AUTOMOTIVE CYBER SECURITY CONFERENCE - APRIL 22 PROTECTING THE CONNECTED VEHICLE

Presented by the GENIVI Alliance and sponsored by Intel, OPEN Automotive '15 - Stuttgart will explore, along with carmakers, leading suppliers, developers, automotive consortia and industry analysts, "Cyber Security – Protecting the Connected Vehicle."

- Discover how the relationship between cyber security and safety is having a dramatic impact on smart device integration, infotainment services, embedded solutions, privacy, interoperability, monitoring and collaboration among OEM's, service providers, regulators and ultimately the consumers.
- Moderated panels will discuss connected car vulnerability and the consequential critical need to address core cyber security issues well before the point of exponential attack growth along with the current initiatives that are being taken by automotive OEM's and optional suppliers to keep our vehicles and passengers safe.
- With more than 279 million connected vehicles projected to be on the roads by 2021, key industry stakeholders are exploring ways to better collaborate, set standards and define the future automotive architectures for keeping the connected vehicle as safe as possible. The OPEN Automotive '15 conference brings industry experts, key contributors and innovators together for a full day of education and knowledge transfer.



Great Content & Speakers



Deluxe Room Rates Available



40+ Demonstrations on Display

### Maritim Hotel

Seidenstraße 34, 70174  
Stuttgart, Germany

# 50% OFF

EARLY BIRD PRICE  
(UNTIL APRIL 12)

REGULAR PRICE  
(AFTER APRIL 12)

~~\$99~~

~~\$149~~

**\$50**

**\$75**

### Register Online

<http://openautomotive.genivi.org/>



Enter Discount Code:

**GAST**

### Party at MASH - April 21, 18:30-21:00

Network hard, party even harder at MASH, just around the corner from the Maritim Hotel.

### Open Automotive - April 22, 07:00-17:00

All-day Open Automotive '14 Conference

### Demonstration Showcase - April 22, 17:30-20:00

Network with key stakeholders and view 40+ demonstrations and vehicles on display. We've ordered up some tasty cuisine and local wines and brews to enjoy while you view the demos!