



ASSOCIAZIONE TECNICA DELL'AUTOMOBILE



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO E AGRICOLTURA  
DI TORINO

***3<sup>rd</sup> European Workshop***

**Telematics for Automotive**  
***'Connected Car and Telematic Services'***



**20 November 2012**  
**Auditorium CEA**  
**Centro Ricerche Fiat**  
**Orbassano (TO) - Italy**



# Foreword

The third edition of the ATA event on Telematics for Automotive will be focused on the Telematic Services. The maturity of the wireless communication technologies and their penetration in the automotive market is changing the way how the customer live and use the car. The vehicles are more and more connected to the external world and are able to bring within the car information coming from several public (internet) and private (Oems) sources and to provide data to them suitable to build up car centered services for mobility, convenience and safety.

Skilled and professional speakers coming from the telematic ecosystem will address topics related to services and features, platform technologies and architecture, business models and partnerships. The experience of service dispatchers, content providers, telco operators, system suppliers and car makers will support the discussion analysing the state of the art and the future scenario.

## ***Organising Committee***

**Judy Bridgeman** (Chrysler Group LLC)

**Gianfranco Burzio** (Centro Ricerche Fiat)

**Massimo Gaido** (Centro Ricerche Fiat)

**Marisa Giunipero** (Associazione Tecnica dell'Automobile)

**Rossella Lertora** (Fiat Group Automobiles)

**Francesco Lilli** (Centro Ricerche Fiat)

**Alessandro Matarazzo** (Associazione Tecnica dell'Automobile)

**Candido Peterlini** (Fiat Group Automobiles)

**Giuseppe Righes** (Associazione Tecnica dell'Automobile)

***With the support of***



**SAE** Torino Group





# PROGRAMME

**8:30**            **Participants' Registration**

**9:15**            **Welcome Addresses**

**9:30**            **Key Note "Car Connectivity for Added Value Services in the Car"**

C. Peterlini – Fiat Group Automobiles

**Key Note "Connected Car and the Smart City of the Future"**

M. Annoni - Telecom Italia

**10:40**          **Coffee Break**

**11:10**          **Session 1 - Contents and Apps from the Consumer Market to the Automotive**

- Google

Geo-located Apps from the Web to the Car

G. Bernardi - Inrete

Telematics vs Infotainment: commonalities and differences

S. Balkowiec - Nokia Location & Commerce

Location Based Services powering intelligent connected car solutions for the 21st century

L. D'Amato, E. D'Alessandro - Samsung

Samsung smart driving

**12:45**          **Lunch**

**14:00**          **Session 2 - Real Time Traffic and Travel Data for Effective LBS**

C. Van De Weijer - TomTom

How predictive traffic information could effect next generation LBS

Point of Interest and Concierge contents for an Enjoyable Mobility

A. Hecht, S. Sedlik - Inrix

Traffic and Travel Information: Regional issue or opportunity

**15:15**          **Session 3 - Enabling Reliable Services with Connectivity Platforms**

Chaired by A. Ballatore - SBD

R. O'Donnell - Garmin

The In-Vehicle Platform towards the Connectivity

D. Levine - Vodafone

Big Footprint – Big Reach: How connectivity is just one piece in the compelling telematics puzzle

P. Campbell - Sprint

Build up the back-end to manage worldwide users

**16:30**          **Coffee Break**

**16:50**          **Panel - Creating Profitable Telematics Services**

Coordinated by L. De Ambroggi - iSuppli

The past 15 years have demonstrated that make profit from the automotive services has been quite a challenge. This trend will not change if some key aspects will not be considered while design the next generation services. Experienced players will join a roundtable discussion trying to provide some answers to this complex topic.

**17:45**          **Workshop closure**



# General Information

## Contact

Marisa Giunipero  
ATA - Strada Torino 32/A - 10043 Orbassano (Italy)  
[marisa.giunipero@crf.it](mailto:marisa.giunipero@crf.it) Phone: +39.011.9080405

## Venue

The Workshop will take place at:  
Auditorium CEA of Centro Ricerche Fiat – Via Fausto Coppi 1 – 10043 Orbassano (TO) - Italy

## How to reach the venue by car

It is about 1 km from the Motorway Exit: ORBASSANO. At the exit, turn right at the roundabout, keep right at the next roundabout and then turn right at the first traffic light; go straight on for 200 mt and the entrance is on your left.

## How to reach the venue by public transport from Turin /from Centre of Orbassano

BUS number **5**. Please be sure you take bus 5 and not 5/ (with a bar after the number). When you get on, please ask the driver for the CENTRO RICERCHE FIAT bus stop.  
The Conference venue is about 600 mt from there.

## Language & presentations

Presentations will be written and presented in English.  
It will be possible to download all presentations from the ATA website, after the Workshop. The access will be limited to the participants, by using a password that will be provided by email. Some innovative papers will be also eligible for subsequent publication in the ATA Review.

## Registration & cancellation policy

It is possible to register either on-line or via e-mail/fax.  
Refunds will be given to cancellations received in writing prior to **5 November 2012**.  
No refunds will be given after this deadline.  
Replacement delegates are welcome at any time.

## Payment

We accept payment:

- on-line
- by bank transfer
- by credit card at the reception desk.

## Hotel information and reservation

Accommodation is **not included** in the conference registration fee.

At **J Hotel \*\*\*** - Via Frejus 2, 10043 Orbassano  
Phone +39.011.9002796 - Email: [info@jhotel.it](mailto:info@jhotel.it)

that is reachable by 2 minutes-drive or by BUS number **5**, at about 2 km from the Workshop venue, you can get a reduced-rate room, by identifying yourself as a participant in this ATA Workshop (the rate includes breakfast, free wi-fi connection and inside-car parking area).

If you prefer an accommodation in Turin Centre, do not hesitate to contact ATA for further information.



# Registration form

## Telematics for Automotive Workshop – 20 November 2012 Auditorium CEA, CRF (Orbassano)

Please complete and return this form to: [marisa.giunipero@crf.it](mailto:marisa.giunipero@crf.it) or via fax: +39.011.9080400

Surname.....Name.....

Title and position.....

Company.....Dept.....

Address.....

Post Code.....City.....Country.....

Phone.....Mobile.....

E-mail .....

### Registration fees (On-line presentations, coffee, lunch and 21% VAT are included)

- |   |                 |
|---|-----------------|
| <input type="checkbox"/> Speaker  | € 181,50        |
| <input type="checkbox"/> ATA member   | € 302,50        |
| <input type="checkbox"/> Delegate (ATA non member)  | € 363,00        |
| <input type="checkbox"/> <b>NEW SILVER – per Piccole Imprese italiane fino a 100 dipendenti</b>                                     | <b>€ 447,80</b> |
| <i>(questa quota speciale include iscrizione 2012 ad ATA come Socio collettivo Silver + 1 quota di partecipazione al convegno).</i> |                 |

### Payment

- Bank transfer to A.T.A. - S.r.L. - Banca Popolare di Novara, Filiale Beinasco - TO (Italy)  
IBAN: IT42L050343009000000020407 – BIC: BAPP IT 21 A 93  
(payment must be received before start of Workshop).
- Credit card on arrival at registration desk.

*Full refunds will be given to cancellations received in writing prior to **5 November 2012**.  
No refunds will be given after this deadline.*

### Invoice to

Company .....

Department .....

Address .....

Post Code.....City.....Country .....

P. IVA / VAT Number .....

Codice Fiscale (only for Italian Companies).....

Account Dept e-mail.....

In compliance with art. 7 of Italian law 196/2003, your personal data are used exclusively for processing ATA activities.  
For further information about our privacy policy: <http://www.ata.it/en/content/42/privacy/>

Date.....Signature.....