

Ford, Google, Nokia, BMW, Mercedes-Benz, Audi, Volvo, DOT & Yahoo! Execs Converge in Detroit to Strategize for New Decade!

Leaders and innovators from the web, digital, automotive and wireless industries will come together for the 10th annual Telematics Detroit Conference, Exhibition & Awards, at the Rock Financial Showplace, Novi, MI, June 8 – 9, 2010. Just announced, the program will provide expert level business intelligence and strategy alignment to set the course of telematics for the new decade! Over 100 attendees are already confirmed for the world's biggest and most relevant telematics focused event.

London, UK, February 08, 2010 – Auto, web, wireless and digital business leaders unite at the 10th annual Telematics Detroit, June 8 – 9, Novi, MI, for exclusive announcements and cutting edge industry analysis.

Telematics is wavering on the cusp of a new era. Torn between fast moving software and established automotive development cycles the demand to expand, upgrade and re-invent is fiercer than ever. New market demands, growth of CE, and game-changing offerings (i.e. free turn-by-turn navigation) have changed the face of the industry in recent months, and as a result Telematics Detroit has been developed to provide your company with the tools, business models and key intelligence to ride out the auto market shake-up!

Share expert strategies with leading figures such as Doug VanDagens, Ford Motor Company, Sascha Simons, Mercedes-Benz, Jan Hellaker, Volvo technology, Fran Dance, BMW, Vesa Luiro, Nokia, Gary Gale, Yahoo! and many more. With over 70 expert telematics speakers already confirmed, the 10th annual Telematics Detroit is tipped to surpass all previous records.

Johann Jungwirth, CEO & President Mercedes-Benz R&D NA, describes his keynote speaking opportunity at the prestigious Telematics Detroit as "an outstanding opportunity to shape the future of Infotainment & Telematics!"

All eyes are on Telematics Detroit, June 8-9, 2010. The crème de la crème of the automotive, telematics, web, digital and wireless industries will attend – so put the dates in your diary!

Telematics Detroit provides the technical, strategic and commercial solutions your business requires to stay ahead of the industry curve! An independently researched program and a world renowned collection of top-notch speakers will ensure your business is on track to dominate the new decade. NOW is the time to solve crucial challenges and conquer industry milestones. Take a look at some key 2010 discussion points:

- Impact of 'free' turn-by-turn navigation on existing strategies and business models
- Focus on driver distraction to ensure your solutions and offerings will comply
- Achieve addictive low-cost infotainment
- Increasing opportunities for CE and telematics
- Demand for apps and personalized services
- Latest safety developments via V2X and ADAS
- Auxiliary markets i.e. insurance and auto finance
- New services for smart grids and electric vehicles

For the complete Telematics Detroit conference program and speaker line-up claim your 'hot off the press' e-brochure at <http://www.telematicsupdate.com/detroit/conference-brochure.shtml> or contact the Telematics Update team at detroit@telematicsupdate.com.

Also: Register via www.telematicsdetroit.com/register before Feb 12 to save a massive \$400 from the standard conference price! That is a mega deal not to be missed.

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

All the speakers at Telematics Update events are chosen for their track record within telematics and their specific industry expertise. These dynamic global speakers share their wealth of experience, knowledge and passion for telematics and its commercial potential. You will profit from their vision and go back to work with fresh ideas and strategies.

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