SAE 2017 Connect2Car Announces Track at CES and Partnership with GENIVI Alliance

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WARRENDALE, Pa. (PRWEB) November 29, 2016 -- SAE International announces its conference track at CES® 2017 on January 5, 2017 in Las Vegas, Nevada. The 2017 program is bigger and better than anything done in the past. By partnering with GENIVI Alliance, SAE International is able to create a full-day program that brings the best of current automotive technology discussions to CES.

The Thursday program covers three of the industry's hottest topics, including connected car-enabling technology integration, defining standards for automotive software development, and demystifying the technology of the modern automobile. SAE International anticipates a good crowd with a mix of senior managers from start-ups, tech companies, aftermarket suppliers, and automotive technology enthusiasts all interested in gaining insight into the future of automotive technology.

The program consists of the following sessions:

Reversing Babel: A United Language for The Connected Car

Babel is the story of one language becoming many resulting in a dispersion of mankind throughout the world. But its lesson is still clear: a united language has incredible strength and benefit. We benefit when cars, homes, traffic signs, mobile phones and things all speak a united language. Simple use cases like unlocking a car from a smartphone or setting the right temperature when you arrive at home pale in comparison to the potential of cars talking openly (and securely) to a plethora of nodes in our digital life. Learn how GENIVI is partnering with the SAE and other IoT consortia and thought leaders to bring reality to this reversal of Babel, a united language for our connected world.

Accelerating Connected Car Software Development

Compared to mobile and internet development, connected car development is in its infancy and if there's one lesson we have learned from mature markets it's that we will have to lower the barriers to entry in the connected car to stimulate innovation, developers and solutions. That will be done via abstraction layers, open APIs, SDKs and development kits, developer programs, standards, and platforms that connect everything together … just as we have seen in mobile. This presentation will look at the various ways connected car barriers can be lowered to make developing for the connected car easier and with less friction and cost.

Hacking the Modern-day Car: A hands-on How-To

The modern day car is filled with sensors, computers and networks. And yet, the car remains a mystery to many, even those schooled in computer networking, software and communications. This how-to session will demystify the modern day car and show what tools are needed to explore (and maybe even modify) the modern day car.

Connecting with Confidence

This interactive panel discussion will provide valuable insights and new ideas for automotive OEMs and supplier executives, technologists, marketers, consumer electronics leaders, mobile application developers and aftermarket entrepreneurs focusing on enhancing the driver experience and accelerating the deployment of mobile technologies.

If you are interested in experiencing an SAE International program with a CES flare, especially if you are an OEM or supplier executive, consumer electronics leader, mobile application developer, and aftermarket entrepreneur focusing on enhancing the driver experience and accelerating the deployment of connected and autonomous vehicle technologies, you should attend.

SAE International Members are eligible to receive a 25 percent discount on this track when registering. To learn more about the SAE 2017 Connect2Car Track at CES please visit www.sae.org/c2c. To register, please visit www.ces.tech/Conference/ConferenceProgram/Conference-Tracks/Connect2Car.

SAE International is a global association committed to being the ultimate knowledge source for the engineering profession. By uniting over 127,000 engineers and technical experts, we drive knowledge and expertise across a broad spectrum of industries. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our charitable arm, the SAE Foundation, which helps fund programs like A World in Motion® and the Collegiate Design Series™.

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