

TU-Automotive Webinar Registration Now Open: The Potential of Connected Car OTA Updates on Infotainment, Security and Automated Driving

December 1 2015: TU-Automotive has announced that free registration is now open for an exclusive webinar on how to: ‘Unleash the Potential of Connected Car OTA Updates on Infotainment, Security and Automated Driving’.

London, UK ([PRWEB](#)) November 30, 2015 -- Most people assume over the air (OTA) updates just keep connected cars up-to-date. However, this technology is doing far more than you may ever have thought possible and is having a profound impact on the connected car roadmap. To discuss this, speakers from Mitsubishi and Movimento will speak on how OTA updates to infotainment and navigation systems are the first wave, but more significant than this will be diagnostic and analysis for keeping cars safe and running in top condition. They will go on to discuss how OTA updates will facilitate the roll-out of future automotive technology and help usher in a new era of car sharing.

The webinar will take place on December 9 at 11am EST - register here: <http://www.tu-auto.com/detroit/webinar-signup.php>

TU-Automotive project director, Justin Parker, stated: “This technology has been around for a while but its true potential has only just been realized and it is far-reaching across the connected car, mobility and autonomous tech.”

He continued “Not only can it potentially save automakers vast amounts in reducing recalls, but it can greatly enhance the driving experience and speed-up the adoption of new automotive technology. I look forward to hearing what the experts have to say on how to utilize this technology to its full potential.”

The webinar will cover:

Over the air updates are making a profound impact on the connected car road map – beyond simply keeping vehicle software up to date. They are paving the way for new revenue streams, reducing recalls and unleashing cutting-edge automotive technology. The webinar will explore how.

- Getting personal: Discover the opportunities for in-car personalization offered by OTA updates to infotainment systems, and the implications this will have for increasing connected car revenue
- Understand how software delivery from the cloud to the car paves the way for a future with new applications, services and security patches being delivered in real time to vehicles
- Consider how OTA updates will facilitate the roll-out of future automotive tech, such as initiating automated driving features, to prolong lifecycles and help usher in new technology

Expert speakers:

- Benjamin Hoffman, CEO & President, Movimento

- Gareth Williams, Director of Advanced Development, Audio Video & Communications, Mitsubishi



About TU-Automotive

TU-Automotive is a world leader in providing events and business intelligence to the automotive technology community, covering the connected car, connected mobility, autonomous vehicles and legal & insurance. You can sign up to receive free weekly updates, including exclusive industry analysis, interviews and insights at: www.tu-auto.com

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