

European Workshop



ASSOCIAZIONE TECNICA DELL'AUTOMOBILE

Telematics for Automotive 'Digital Audio Broadcasting Technology and Applications'

**Sala Verde
Lingotto Fiere
TORINO (Italy)**



10 November 2010

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Fiat Group Automobiles SpA

IVECO

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infrastructure
telematics
navigation



itn

November 11 - 12, 2010 | LINGOTTO FIERE - Turin

The telematics in the automotive sector is something that has become a reality. Telematics originally offered as audio, navigation and infotainment systems is evolving towards applications to support the driver in reducing travel time, fuel consumption and CO2 emission.

Concept such as dynamic green navigation and enhanced eco driving need more and more the integration of traffic flows and events in order to dynamically update the road condition and consequently the user journey. The event try to provide a deep technical overview about the capability of technologies like Digital Audio Broadcasting (DAB) in supporting the next generation telematics.

Skilled and professional speakers coming from the telematics and digital broadcasting chains will address topics related to regulations and standards, infrastructures and services, components and receivers. The automotive experience represented by the car manufacturer will support the discussion analyzing the state of the art about telematics and how it can be improved by the digital broadcasting applications.

8:30 – 9:15 Registration

9:15 – 9:30 Welcome addresses by Nevio Di Giusto – ATA President

9:30 – 10:00 Candido Peterlini (Fiat Group Automobiles)
Key-note Speech on 'The car as integral part of our digital life'

Session 1 DAB systems standard and regulation
Chairman: Hans Wolter - World DMB Forum

10:00 – 10:20 Sergio Natucci (RNA Radio Nazionali Associate) - DAB current status and future perspective in Europe

10:20 – 10:40 Lindsay Cornell (BBC) - Standardization issue for DAB

10:40 – 11:00 Discussion

11:00 – 11:30 Coffee Break

Session 2 DAB application for the next generation infomobility
Chairman: Francesco Lilli - Centro Ricerche Fiat

11:45 – 12:05 Fabio Pressi (Infoblu) - Infomobility contents using DAB technology

12:05 – 12:25 Danilo Galgani (Centro Ricerche Fiat) - Envision the future infomobility application based on DAB

12:25 – 12:45 Armando Annunziato (Telecom Italia) – Alternative technologies solutions for digital radio

12:45 – 13:00 Discussion

13:00 – 14:00 Lunch

Session 3 Scenario of infrastructures and services
Chairman: Alberto Morello - Centro Ricerche RAI

14:10 – 14:30 Peter MacAvock (EBU) - Current European infrastructures development and roadmap

14:30 – 14:50 Giuseppe Braccini (RAI WAY) - The Italian status and future development

14:50 – 15:10 Ernst-Wilfried Rodenbusch (Media Broadcast) - Evolution of radio services

15:10 – 15:25 Discussion

15:25 – 15:45 Coffee Break

Session 4 Automotive suppliers market perspective
Chairman: Egil Juliussen - iSuppli

15.45 – 16.00 Gerald Spreitz (Robert Bosch) - Technologies for DAB reception in the automotive environment

16.00 – 16.15 Sebastian Schreuder (NXP) - Reducing cost of ownership for digital radio

16.15 – 16.30 Steve Evans (Frontier Silicon) - Building A Successful Aftermarket Strategy

16.30 – 16.45 Jean Sbaldi (Continental) - Digital Radio: From Technology to Success

16.45 – 17.00 Paolo Ruffino (ST Microelectronics)- Digital radio: a cost-effective solution for telematics services

17.00 - 17.15 Roberto Zompi (Magneti Marelli) - Digital radio solutions for car infotainment

17.15 – 17.45 Discussion

17.45 – 18.00 Closing remarks

Introduction by Gianluigi Ferri (Wireless) of the 11 Nov. ITN 2010 Panel

Information

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Venue

The Conference will take place at:
ROOM VERDE – Lingotto Fiere
Via Nizza 294 - TURIN – Italy

Language & presentations

Papers will be written and presented in English.
It will be possible to download all presentations from the ATA website, after the Conference. The access will be limited to the participants, by using a password that will be provided by email.

Registration & cancellation policy

It is possible to register either on-line or via fax.
Refunds will be given to cancellations received in writing prior to **28 October 2010**. 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.
The Eventi e Turismo Consortium - Hotel Reservation Center has contacted a limited number of rooms at a very special rate, near Lingotto Fiere.



Via Assietta 14
10128 TORINO
Ph +39.011.50.91.200
Fax. +39.011. 50.91.240
E-mail:
info@eventieturismo.it

Registration form

DAB Workshop – 10 November 2010

Please complete this form
Fax: +39.011.9080400 e-mail: marisa.giunipero@crf.it

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Title and position.....
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Phone.....Mobile.....
Fax.....
E-mail

Registration fees (Coffee, lunch and 20% VAT are included)

- | | |
|----------------------------------------------------|----------|
| <input type="checkbox"/> Speaker | € 180,00 |
| <input type="checkbox"/> ATA member | € 300,00 |
| <input type="checkbox"/> Delegate (ATA non member) | € 360,00 |

Payment

- Bank transfer to A.T.A. - S.r.L. - Banca Popolare di Novara, Filiale Beinasco TO (Italy)
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