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Intel Leads Infotainment Panel Discussion at Telematics Detroit Conference

WHEN: May 21, 2008 at 2:15-3 p.m. EDT

WHERE: Ruby Room at the Rock Financial Showplace in Novi, Mich.

WHAT: Ton Steenman, vice president of Intel's Digital Enterprise Group and general manager of the Low Power Embedded Products Division, will host and moderate a panel session about automotive infotainment systems.

The panel will cover future trends including uninterrupted Internet connectivity, communication between vehicles with associated messages and intelligent, location-based services. Panelists will provide insight into potential solutions that allow the vehicle to be "just another node" on the global Internet or an intranet network.

A question and answer session for media will follow.

WHO: Panel host and moderator: Ton Steenman, Intel Corporation

Panel participants:
- Thomas Frommann, infotainment system architect, BMW Group
- Joachim Kobinger, senior vice president, product engineering NA/FE, Harman/Becker
- Antonino Damiano, telematics full multimedia product development, Magneti Marelli
- Hakan Kostepen, chief product strategist, Panasonic
- Andrew Poliak, automotive segment manager, QNX
- Vincent Rerolle, senior vice president and general manager, Linux Division, Wind River

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Intel is working with an extensive automotive ecosystem to enable delivery of new products and services that extend the digital lifestyle and into the automotive marketplace. By combining software and advanced low-power hardware with the ecosystem, companies will speed innovation, reduce development costs and time-to-market to enable rapid, cost-effective deployment and upgrade of in-vehicle infotainment systems. For more information, visit www.intel.com/go/infotainment.

About Intel

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