GET CONNECTED TO THE WORLD’S LEADING FESTIVAL FOR MUSIC, FILM AND INTERACTIVE MEDIA

connected mobility

AN EXCLUSIVE AUTOMOTIVE WEEKEND
MARCH 9—12, 2017 AUSTIN, TEXAS

HOSTED BY messe frankfurt
IN COOPERATION WITH ZEIT ONLINE
PARTNER GERMAN HAUS
Dear Automotive-Friends, Messe Frankfurt, organiser of Automechanika, the world’s leading trade fair for the automotive service industry, will take its connected mobility roadshow to Austin, Texas. We are inviting automotive experts from our network around the world to come along and experience an enlightening weekend on digital transformation within the context of South by Southwest (SXSW), the world’s leading festival for film, music and interactive media. The three day program encompasses an evening event hosted by Germany’s leading weekly newspaper DIE ZEIT on Friday night, a »connected mobility« session with key speakers from the automotive industry on Saturday afternoon and a breakfast session at the moovel North America Austin office on Sunday morning. Our sessions are not part of the official SXSW program, but we have reserved a limited number of premium tickets that allow access to all official SXSW sessions and we strongly encourage you to join us. It will be worth your time! I look forward to seeing you in Austin, Texas.

Detlef Braun
Managing Director, Messe Frankfurt
an automotive weekend
the highlights

MARCH 10 · FRIDAY · 7:30 – 11:00 P.M. · RATTLE INN, RAY’S BACKSTAGE

highlight #1:
talk & tacos

Evening event for 60 invited guests including local food and drinks at a trendy downtown bar. Jochen Wegner (Editor-in-Chief, ZEIT ONLINE) interviews Mark Cuban (businessman, investor and owner of the Dallas Mavericks).

MARCH 11 · SATURDAY · 12:00 – 3:30 P.M. · GERMAN HAUS AT BARRACUDA

highlight #2:
connected mobility

Conference session on digital transformation in the automotive industry, featuring keynote speakers from OEMs and their challengers: Christoph Bornschein (CEO, TLGG), Dr. Dieter Zetsche (Chairman of the Board, Daimler), Chris Valasek (Security Lead, Uber Advanced Technologies Center), Dr. Charlie Ortiz (Director Laboratory for AI and Natural Language Processing, Nuance)

MARCH 12 · SUNDAY · 10:00 A.M. TO 12:00 P.M. · MOOVEL NORTH AMERICA AUSTIN OFFICE

highlight #3:
moovel breakfast club

An exclusive breakfast for 30 automotive industry experts focusing on digital transformation. We will discuss how digitalization changes mobility services. Keynote speaker: Nat Parker, CEO of moovel North America. moovel is a subsidiary of Daimler AG. The talk is moderated by Eike Kühl, editor ZEIT ONLINE.
South by Southwest (SXSW) is an annual festival in Austin, Texas, for creative people from around the world from the film, interactive media, and music industries. The event consists of conferences, festivals, awards and trade shows. Since the beginning in 1987, SXSW has continued to grow in both scope and size and is considered today as one of the global meetings points of the digital creative class. In 2016, over 70,000 people attended SXSW, President Obama was among the festival’s keynote speakers.
highlight #1: talk & tacos

On Friday night, we are inviting selected guests to a night of talk and tacos (and drinks, of course) at the Rattle Inn Bar. Enjoy the first night of our automotive weekend in the vibrant setting of downtown Austin and get a first impression of South by Southwest nightlife. As an appetizer, Jochen Wegner (Editor-in-Chief of ZEIT ONLINE) will interview Mark Cuban (businessman, investor and owner of the Dallas Mavericks). Afterwards, we will enjoy unlimited Texan food and drinks. There might even be music and dancing involved. Have fun!

Friday · 7:30 – 11:00 p.m.
Rattle Inn, Ray’s Backstage
After graduating from Indiana University – where he briefly owned the most popular bar in town – Mark moved to Dallas and created MicroSolutions, a computer consulting service. He went on to later sell MicroSolutions in 1990 to CompuServe.

In 1995, Mark and long-time friend Todd Wagner came up with an internet based solution to not being able to listen to Hoosiers Basketball games out in Texas. That solution was Broadcast.com - streaming audio over the internet. In just four short years, Broadcast.com (then Audionet) would be sold to Yahoo for $5.6 billion dollars.

Since his acquisition of the Dallas Mavericks in 2000, he has overseen the Mavs competing in the NBA Finals for the first time in franchise history in 2006 – and becoming NBA World Champions in 2011. They are currently listed as one of Forbes’ most valuable franchises in sports.

In addition to the Mavs, Mark is chairman and CEO of AXS tv, one of ABC’s “Sharks” on the hit show Shark Tank, and an investor in an ever-growing portfolio of businesses.
jochen wegner is Editor-in-Chief of ZEIT ONLINE, Germany’s highest quality online news site. The ZEIT ONLINE newsroom with its 90 editors is based in Berlin. Prior to his position with ZEIT ONLINE, Jochen spent five years as Editor-in-Chief at focus.de, which he developed into one of the largest and fastest growing digital news outlets in Germany. As Managing Director of TOMORROW FOCUS Media, he was responsible for innovative media projects including the news aggregator nachrichten.de. He is the founder of mag10, an ecosystem for the creation, distribution and marketing of tablet media. Jochen also worked as a strategic consultant for leading publishing houses.

Jochen started off his journalism career as science and technology editor at Focus News Magazine. He graduated from the Cologne School of Journalism, went on to study Physics and Philosophy and wrote his master’s thesis about the chaos theory of the human brain. Jochen is author of several books. In 1994 he founded jonet, the largest German-speaking journalism community.
highlight #2: connected mobility

On Saturday noon, after you hopefully enjoyed the official South by Southwest program in the morning, we will invite you to our »connected mobility« conference. The program features top speakers from the automotive industry and experts on digital transformation.

The speakers are:

- **Dieter Zetsche** Chairman of the Board of Management of Daimler AG and Head of Mercedes Benz Cars
- **Chris Valasek** Uber Advanced Technologies Center (the »JEEP Hacker«)
- **Dr. Charlie Ortiz** Director Laboratory for AI and Natural Language Processing, Nuance
- **Christoph Bornschein**, CEO, Torben, Lucie und die gelbe Gefahr

The session will be moderated by Jochen Wegner (Editor-in-Chief, ZEIT ONLINE).

Saturday · 12:00 – 3:30 p.m.
German Haus at Barracuda
Dr. Dieter Zetsche has been a member of the Board of Management of Daimler AG since December 16, 1998, and Chairman of the Board of Management of Daimler AG since January 1, 2006. He is also Head of Mercedes-Benz Cars Division.

Dr. Zetsche was born in Istanbul, Turkey, on May 5, 1953. After attending school in Frankfurt and obtaining the Abitur (university entrance examination), he studied electrical engineering from 1971 to 1976 at the University of Karlsruhe and graduated as an engineer. He joined the research department of the then Daimler-Benz AG in 1976. Dr. Zetsche completed a doctorate in engineering in 1982 at the University of Paderborn.
why most automotive companies will need to become a software company

christoph bornschein (*1983) is one of the three founders and CEOs of the German digital transformation agency Torben, Lucie und die gelbe Gefahr. Founded in 2008, TLGG developed into a 100-strong agency sought after by international brands and corporations. The German Award for Online Communication named TLGG »Agency of The Year« twice.

Berlin-born Bornschein serves and mentors global corporations and companies concerning the strategic and brand-focused implementation of social and digital technologies. He has authored numerous essays and articles on digital change and social media, and he’s a popular speaker at conferences and board meetings.

Before breaking through with TLGG, Christoph Bornschein used to work in Online Marketing Management with Frogster Interactive Pictures. He co-founded a number of startups and supported their distribution, marketing and PR. Before that, for time reasons, he took part in a university career, studying law.
if you can make it, we can break it

**Chris Valasek** is Security Lead at the Uber Advanced Technologies Center & renowned »White Hat« Hacker. Regarded for his work in the automotive security arena, Chris Valasek specializes in offensive research methodologies with a focus on reverse engineering and exploitation. Best known for the remote compromise of a 2014 Jeep Cherokee, whereby he and his research partner, Charlie Miller obtained physical control of the vehicle from more than 10 miles away, Valasek was lauded for exposing serious security flaws in automobiles; the results led Fiat Chrysler to recall 1.4 million vehicles. Valasek is one of the first researchers to discuss automotive security issues in detail, and his release of a library to physically control vehicles through the CAN (Controller Area Network) bus garnered worldwide media attention.

Valasek’s hacking of the Jeep Cherokee led Uber to bring him on board as Security Lead at their Advanced Technologies Center. As a result of his work within the automotive industry, Valasek was included on LinkedIn’s Next Wave list, featuring 150 of the top professionals aged 35 and under who are transforming different industries.
ai, language and reasoning: the future of the automotive assistant

dr. charlie ortiz is Director of the AI and Reasoning Group at the Nuance Natural Language and AI Laboratory in Sunnyvale, CA. Prior to joining Nuance, Charlie Ortiz was the director of research in collaborative multi-agent systems at the AI Center at SRI International. His research interests and contributions are in multiagent systems (collaborative dialog-structured assistants, collaborative work environments, negotiation protocols, and logic-based BDI theories), knowledge representation and reasoning (causation, counterfactuals, and commonsense reasoning), and robotics (cognitive robotics, team-based robotics, and dialog-based human-robot interaction). He has approximately 20 years of technical leadership and management experience in leading major projects and setting strategic directions. He holds an S.B. in Physics from MIT, an M.S. in Computer Science from Columbia University and a Ph.D. in Computer and Information Science from the University of Pennsylvania.
highlight #3: moovel breakfast club

On Sunday morning, we will offer an exclusive breakfast for 30 automotive industry experts where we will discuss the latest solutions designed to create a seamless mobility experience and improve the way people move in cities. The informal gathering will be hosted at the moovel North America office in Austin. We will have breakfast together and discuss, in an informal setting, how digitalization changes mobility services. After an inspiring breakfast meeting in downtown Austin, we can attend further discussions and keynotes offered by the official South by Southwest program.

Sunday · 10:00 a.m. to 12:00 p.m.
how connected mobility extends beyond the car

nat parker is the CEO of moovel North America. Moovel N.A. works to bring mobility solutions for public and alternative transportation options to North American cities through three distinctive but complementary products: moovel transit, RideTap, and the moovel app. The company is part of moovel Group GmbH, a subsidiary of Daimler AG.

Prior to leading moovel N.A., Parker co-founded and served as CEO of GlobeSherpa, a market leader in mobile ticketing technology for public transportation. GlobeSherpa launched the nation’s first multimodal white-label mobile ticketing app, TriMet Tickets, in Portland, Oregon in September 2013. Following the merger of GlobeSherpa and RideScout as moovel N.A., GlobeSherpa’s mobile ticketing platform evolved to become moovel transit. Nat was recognized as one of Portland’s ‘40 Under 40’ leaders in 2014.
general information

About:
»Connected mobility« is a roadshow initiated by Messe Frankfurt. The event in Austin is not an official part of SXSW, but an organized trip primarily for Messe Frankfurt customers with a separate social programm and the chance to experience SXSW.

Participation:
Participation in the event is primarily limited to Messe Frankfurt customers. A limited number of seats is available to interested parties. Official attendees of SXSW are welcome.

Registration:
Please visit our website www.convent.de/austin for information on registration.

Accommodation:
A limited amount of hotel rooms has been reserved at a five star hotel for the »connected mobility« travel group. If you wish to join our travel group, please contact our team for more information.

SXSW Badges:
A limited amount of platinum SXSW badges are reserved for Messe Frankfurt customers. If you wish to obtain SXSW badges, please visit the official SXSW website at www.sxsw.com

contact

Connected mobility
»Connected mobility« is an initiative of Messe Frankfurt and is organized by Convent Kongresse GmbH, a company of ZEIT publishing group.

In case of any questions regarding the program, please visit our website www.convent.de/austin or contact:

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