TU-Automotive Announces that GENIVI President will Present at TU-Automotive Cybersecurity USA

TU-Automotive is delighted to confirm that Matt Jones, President of GENIVI and Director of Future Technology at Jaguar Land Rover, will be presenting at the TU-Automotive Cybersecurity Conference & Exhibition (March 29-30, Novi, MI).

Novi, MI ([PRWEB](#)) January 19, 2016 -- At TU-Automotive Cybersecurity USA Mr Jones will give a presentation exploring methods for security testing and improving protocol, including the advantages of open source software in developing secure code and encouraging collaboration towards secure automotive connectivity solutions. He will showcase the GENIVI Remote Vehicle Interaction Project as an example of putting these practices into place.

Annie Reddaway, head of cybersecurity research at TU-Automotive said "GENIVI has been leading the way in open collaboration to solve problems in the automotive industry, and we are excited to hear more about the work they have been doing in cybersecurity."

The presentation overview is outlined below:

Customers Expect Secure Connectivity

Following hacking events and the mainstream coverage they gained in 2015, there is no question about customers' eyes being firmly on security.

• Take a look into the GENIVI Remote Vehicle Interaction Project. Explore the steps it is taking towards creating secure connectivity solutions
• Understand how key collaboration between OEMs, Tier 1s and other players in the automotive ecosystem is crucial to testing and improving security protocol
• Examine the advantages of open software in developing secure code and standards for auto building on security that has been created over years for other Linux systems, incl. NASA

Matt Jones, President, GENIVI Alliance

About TU-Automotive Cybersecurity USA

Bringing top level speakers from the likes of Continental, UMTRI, The Alliance of Automobile Manufacturers, and Volkswagen, TU-Automotive Cybersecurity USA is the go-to event for the growing automotive cybersecurity community and those looking to stay ahead in this space.

The conference will include networking with attendees from across the connected car ecosystem as well as cybersecurity experts.

See the full agenda and speaker line-up here: www.tu-auto.com/cyber-security

There is currently a $200 discount off passes until February 5. Tickets will sell-out so early booking is strongly advised. Register here: http://www.tu-auto.com/cyber-security/register.php

About TU-Automotive

TU-Automotive is the reference point and communications hub for the evolving automotive technology segment as it converges with consumer electronics, mobile and IoT to re-define connectivity, mobility and autonomous use-cases. TU-Automotive provides the world's biggest B2B connected car conferences and exhibitions, as well as industry analysis and news.

For more information, visit http://www.tu-auto.com and follow us on Twitter @TUAutomotive

About GENIVI

GENIVI is a non-profit industry alliance committed to driving the broad adoption of specified, open source, In-Vehicle Infotainment (IVI) software. The resulting work of GENIVI will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. Comprised of more than 150 member companies, GENIVI is headquartered in San Ramon, Calif. Please visit www.genivi.org for more information.

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