



## **Drive Connected Vehicle Insights with Aeris at the Consumer Telematics Show in Las Vegas**

*Event showcases the latest technological innovations in the connected car industry.*

SANTA CLARA, Calif. ([PRWEB](#)) January 02, 2015 -- [Aeris](#) will continue to showcase its innovative leadership in the connected car community at the Consumer Telematics Show on January 5, 2015 at the Rio Las Vegas.

Michelle Avary, vice president of Automotive Strategy at Aeris, will discuss how persistent, ubiquitous connectivity married with remote vehicle information and predictive analytics can drive real benefits for vehicle owners and automotive OEMs alike. Avary will explain how to overcome barriers to tap into the full potential connected vehicles and big data can bring. She will also discuss how Aeris makes cellular traffic more secure for vehicle connectivity today and how data analytics can be applied in the future. Learn more at the following session:

**TITLE:** Data To Provide 360° View Of Driver And Machine

**WHEN:** Monday, January 5, 2015 at 10:00 am PST

**WHERE:** Rio Las Vegas – 3700 W. Flamingo Road, Las Vegas, Nev.

**WHO:** Michelle Avary, VP Automotive Strategy, Aeris

**WHAT:** Data and analytics can unveil insights into the performance of the vehicle and provide opportunities to enhance the driver's experience. Discover how combining this with consumer behavior can deliver the next value added opportunity.

- The driver and vehicle as one – Learn how bringing together multiple data sources (e.g. customer & warranty data, dealer data and CRM insights) can allow for a holistic platform that makes modeling and predictive capabilities far more accurate and more beneficial to all participants.
- Putting data to good use – Establish the real use cases of car data, thus aiding the vehicle R&D manufacturing process and minimizing feature redundancy.
- Understanding driving habits – Analyze how driving habits (e.g. harsh braking, excessive accelerating) can be linked to the performance of the car and be fed back to the consumer to make them aware of their impact on the vehicle.

To schedule a meeting with a member of the Aeris team during CTS 2015 or CES 2015, please contact: [aeris\(at\)onechocolatecomms\(dot\)com](mailto:aeris(at)onechocolatecomms(dot)com).

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### About Aeris

Aeris is a pioneer and leader in the market of the Internet of Things – as an operator of end-to-end M2M services and as a technology provider enabling other operators to deliver profitable M2M services. Among our customers are the most demanding users of M2M services today, including Hyundai, Acura, Rand McNally,



Leica, and Sprint. Through our "Made for Machines" technology and services, we strive to fundamentally improve their businesses – by dramatically reducing costs, improving operational efficiency, reducing time-to-market, and enabling new revenue streams. Visit <http://www.aeris.com> for more information.

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