

## **600+ Automotive and Consumer Electronic Execs Descend on the Consumer Telematics Show in Las Vegas Today**

*Today, on the eve of CES, 600 senior-level, automotive, telematics and CE execs including Porsche, Ford, GM, Audi, Toyota, Honda, Jaguar Land Rover and Mercedes-Benz descended on The Consumer Telematics Show 2014 in Las Vegas to define the future of the connected car.*

([PRWEB](#)) January 06, 2014 -- The worlds' most focused meeting for automotive infotainment execs, hosted by Telematics Update, is in full swing at the Rio Hotel and Casino in Las Vegas. 25+ expert speakers from the most innovative and influential companies in the consumer telematics space such as Jaguar Land Rover, Porsche, Honda, Microsoft and Continental have taken to the stage today to discuss how driver data and feedback info through dynamic HMIs are the key to create deep relationships with customers. On the eve of the biggest technology gathering of the year, CTS has selected a focused crowd of auto telematics, CE, web and wireless industry execs to meet under-one-roof to set the tone and build relationships for the year ahead – the year the connected car reaches its true potential.

Precksha Saksena-Sood, managing director, Telematics Update is on the ground at the Consumer Telematics Show 2014: “All across Las Vegas it is the connected car that is generating the biggest buzz right now. You just have to take a look at Google’s announcement this morning that it is set to bring Android to the car to know that things are getting serious.” She continued, “The Consumer Telematics Show is the curtain raising event for the global connected car industry. What we are seeing here today is a barometer for leadership and innovation in this space and from what I have seen, 2014 is set to be an extremely exciting and decisive year.”

Just moments ago Thilo Koslowski, vice president - automotive vehicle ICT, Gartner, delivered his key note presentation on ‘Consumer Telematics 2014 and beyond’. As the automobile is poised to become one of the fastest growing connected device platforms, he made it clear that winning companies must understand the mega trends to capitalize on this huge growth opportunity.

From a media perspective, this year, Telematics Update has pulled out all the stops. Charlotte Wright, marketing manager at Telematics Update, also on the ground at CTS 2014, has commented: “We’re also getting set for the live industry poll we’ll be hosting later today to capture what the key trends and opinions in the industry are right now. The event is one of the most important days in the auto telematics calendar so we didn’t want to miss out on the chance get the opinions of the experts working in the space.”

Telematics Update will also be conducting a series of video interviews with some of the conference speakers such as Jaguar Land Rover, Ford and Audi and they’ll be released on the Telematics Update website over the coming weeks: [www.telematicsupdate.com](http://www.telematicsupdate.com).

The Telematics Update journalists are on hand to sum up all the key takeaways from the conference so those onsite, and those who couldn't make it on the day, still won’t miss a trick. The conference round-up will be available via the TU website tomorrow morning, Tuesday Jan 7 [www.telematicsupdate.com](http://www.telematicsupdate.com).

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