

## Navigation USA 2006

### REGISTER NOW!

**GOLD PASS \$1795**

**DISCOUNTED \$1495**

- FULL WEBCAST ACCESS to all event speeches and presentations
- 2 Day Pass - access to all sessions and workshops
- Conference delegate pack
- Networking breaks, refreshments and lunch
- Networking cocktail event at the end of day 1

**SILVER PASS \$1695**  **DISCOUNTED \$1395**

- 2 Day Pass - access to all sessions and workshops
- Conference delegate pack
- Networking breaks, refreshments and lunch
- Networking cocktail event at the end of day 1

#### NOTES

Webcast access to all event speeches and presentations will be available online after the event. Only one discount to be used per purchase. Telematics Update reserves the right to change and amend the program. All Terms & Conditions are agreed to when you register unless otherwise stated.

**NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT**

#### DATES AND VENUE:

**Conference & Exhibition:** December 5 - 6, 2006

**Venue:** Marriott Hotel, San Jose, CA

#### ACCOMMODATION:

Details on hotel discounts and local accommodation are available at [www.telematicsupdate.com/info/78](http://www.telematicsupdate.com/info/78)

#### PAYMENT

##### EASY WAYS TO PAY

###### • Credit Cards

Pay by Visa – Mastercard – Amex.  
Complete this form or pay online

###### • Invoice:

It's easy. Simply fill in the form below  
Payment must be received in FULL before attendee can access the event. If payment has not been received prior to the event then a credit card guarantee will be taken at registration.

#### CANCELLATIONS:

Cancellations received by email before November 5th, 2006, are refundable. On or after November 5th, 2006 cancellations are subject to the entire conference fee. If you do not cancel and do not attend the conference you are still responsible for payment. You may substitute the name of a colleague at any time.

#### DISCOUNTS

##### EXCLUSIVE DISCOUNT: SAVE \$300

All you have to do is quote your DISCOUNT CODE MGD16 when booking online, by fax or on the phone

##### PRESS PASS

Members of the press are welcome to take advantage of our complimentary press pass.

Please email Ven Pedro to confirm your place: [ven@telematicsupdate.com](mailto:ven@telematicsupdate.com)

N.B. To gain a press pass you may have to provide evidence of your press credentials

**YOUR EXCLUSIVE DISCOUNT CODE MGD16**

### 4 easy ways to register...



[www.telematicsupdate.com/info/78](http://www.telematicsupdate.com/info/78)



[ven@telematicsupdate.com](mailto:ven@telematicsupdate.com)



**1 800 814 3459 ext 279 (USA)**  
or **+44 (0) 207 375 7157**



**1 800 814 3460 (USA)**  
or **+44 (0) 207 375 7576**

**REGISTER BY FAX:** Select one of the conference ticket prices above, fill in the form and fax it back on 1800 814 3460 (USA) or +44 (0) 20 7375 7576

Mr / Mrs / Ms / Dr:	First name:	Last name:
Company:	Position/Title:	
Telephone:	Fax:	
Email:		
Address:		
Postcode:	Country:	
<b>Payment: Claim your discount of \$300</b>		
<input type="checkbox"/> I enclose a check/draft for:	\$ _____	(payable to First Conferences Ltd)
<input type="checkbox"/> Please invoice my company:	\$ _____	Purchase Order No.: _____
<input type="checkbox"/> Please charge my credit card:	\$ _____	<input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard
Name on Card:	Signature:	
Credit card number:	Expiry Date:	

**Customer Support : Call 1 800 814 3459 ext 223 from the USA**

*This is the one event you need to succeed in consumer navigation!*

# telematics UPDATE

## Navigation USA 2006

December 5 - 6 • Marriott Hotel, San Jose, CA

**How to stand out from the crowd and guarantee long-term success in the increasingly competitive consumer navigation market**

Early Bird Discount  
**SAVE \$300**  
See inside  
for your exclusive  
discount code

### 8 GREAT REASONS YOU NEED TO ATTEND

TELEMATICS UPDATE'S NAVIGATION USA 2006 CONFERENCE IS THE NO.1 INDUSTRY EVENT FOCUSED ON THE CONSUMER NAVIGATION MARKET. NAVIGATION USA 2006 OFFERS YOU...

- 1. PROVEN METHODS TO HELP YOUR BUSINESS:** Gain practical knowledge, tips and strategies through top level case studies, round tables and workshops
- 2. EASY WAYS TO CONNECT WITH YOUR CLIENTS AND PROSPECTS:** Save time and money tracking them down one by one - this event brings together the navigation industry's leading players in one place!
- 3. INSPIRATION:** Get fresh ideas and insights through lively discussions with your fellow executives – people on your level who think like you
- 4. NAVIGATION SPECIFIC EXHIBITION:** Get a close, first-hand look at some of the latest and best navigation technology for 2007
- 5. RE-LIVE THE EVENT BACK IN THE OFFICE:** Gold Pass holders will have post-conference webcast access to audio from all conference sessions – no need for you to miss a thing!
- 6. TOPICS YOU CARE ABOUT:** The agenda at Navigation USA 2006 is based on feedback from industry players like you and is focused on the issues you need to know about to make maximum profit
- 7. UNIQUE INFORMATION AND ANALYSIS:** Hear, meet and ask questions from a collection of industry leaders and analysts you won't find anywhere else
- 8. DEEPEN YOUR INDUSTRY RELATIONSHIPS:** Relax, enjoy and have fun with your peers through exclusive networking breaks, lunches and the executive cocktail reception at the end of day one

### 5 Easy Ways to Register Now:

- 🌐 [www.telematicsupdate.com/info/78](http://www.telematicsupdate.com/info/78)
- ☎ 1 800 814 3459 ext 279 or +44 (0)207 375 7157
- 📄 1 800 814 3460 or +44 (0)207 375 7576
- @ [register@telematicsupdate.com](mailto:register@telematicsupdate.com)
- ✉ Telematics Update, 7-9 Fashion St, London, E1 6PX, UK

*Spaces are limited - Reserve your ticket today!*

*Groups bookings will receive an extra discount - contact us for a quote*

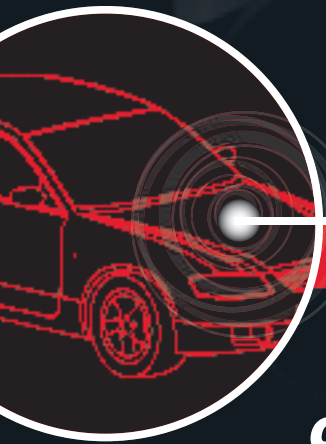
**Register now at [www.telematicsupdate.com/info/78](http://www.telematicsupdate.com/info/78)**

# telematics UPDATE

Early Bird Discount  
**SAVE \$300**  
See inside  
for your exclusive  
discount code

## Navigation USA 2006

December 5 - 6 • Marriott Hotel, San Jose, CA



### How to stand out from the crowd and guarantee long-term success in the increasingly competitive consumer navigation market

*This conference will provide key information, fresh ideas, practical advice and prime networking opportunities for companies seeking to stay or become market leaders in consumer navigation*

- **KEY INDUSTRY PREDICTIONS:** Get an insight into future market movements and how best to evolve your strategy for long-term success
- **HOW TO SATISFY THE MASS MARKET:** Hear the latest data on the navigation system features and price points that will win life-long customers
- **REAL TIME TRAFFIC AS A REAL SELLING POINT:** What information the consumer really wants and how they want it delivered to them
- **IN-CAR SYSTEMS AND ONLINE PORTALS:** Find out how these partnerships are developing and how they will impact the navigation market
- **NEW ROUTES FOR DIGITAL MAPS:** See the new opportunities and revenue potential enabled by evolving digital map content
- **UNDERSTAND THE PROMISE OF LONG TAIL DATA:** Discover the strategy behind amazon.com's success – and how this could be applied to the navigation space
- **ON-BOARD, OFF-BOARD AND HYBRID:** Find your value proposition. Hear which type of solution make most sense for various parts of the value chain

#### Key Speakers Include:

Gartner | **G2**

cingular  
fits you best™

**SIEMENS VDO**  
AUTOMOTIVE

DAIMLERCHRYSLER

**Panasonic**

**circumNav**  
NETWORKS

**NAVTEQ**

**J.D. POWER**  
AND ASSOCIATES®

pTV  
traffic mobility logistics.

**iBIQUITY**  
DIGITAL

**mio**  
Digit Walkers™

Workshop Sponsor

Media Partners

**traffic.com**

**Directions**  
www.DirectionsMag.com

**GPS** WORLD

**TELEMATICS**  
RESEARCH GROUP

**STRATEGYANALYTICS**

**LBS360.NET**

**INRIX**

**OPEN NOW** for agenda details and to get your exclusive discount code



## Navigation USA 2006

### THIS YEAR'S MAIN SELLING POINTS AND KEY FEATURES FOR NAVIGATION SYSTEMS WON'T CUT IT IN 2007 AND BEYOND - DO YOU KNOW WHAT WILL?

Consumer navigation has seen massive market expansion in recent years and more systems are being released in 2006 than ever before. Big name consumer electronics companies like Sony, Philips and more are releasing new products and relying on the strength of their brand to win market share. Traditional in-car system makers are now releasing portable devices. And there are hundreds of new start-ups releasing devices with last years high-end features - such as text-to-speech and real-time traffic - at prices low enough to open the wallets of more consumers than ever before.

The initial expansion is over but the consumer navigation market as a whole is still set to grow. According to leading industry consultants Strategy Analytics **87 million units will ship in 2010. That's five times more than last year.** One in every four Americans will own and use a navigation system. But the big question remains - what type of device will have the lion's share of the market in 2010 and will your offering bring in the profits you deserve?

#### **You need to arm yourself now to protect your future profits**

Are you 100% sure you have the right strategy to protect your interests as the consumer navigation market evolves? Many leading industry experts predict that when multi-functional, thin-client cellphone navigation rolls out on a large scale it will obliterate the portable device market overnight. By 2010 most of today's portable device users will be getting a new car - and they will want more sophisticated embedded systems with increased connectivity. What features will these embedded systems need to offer? How are portable device makers going to fight back? What content and applications will have an edge on the competition? What role will online portals play? What will all of this mean for the rest of the value chain? You need to foresee the likely answers to these questions and discover which market changes are imminent to plot your safest route to continued success.

#### **Picture this ...**

When you walk into the San Jose Marriott hotel on December 5 you will find yourself

surrounded by your industry peers. After picking up your pass, showguide, and free USB key it will be time for the conference to start. For two packed days you will discuss the questions that matter to you with fellow executives who are passionate about navigation systems and services and who are determined to drive the industry forward. During the conference sessions you will hear high level presentations and panel discussions from over 30 speakers including companies such as Gartner, JD Power, NAVTEQ, Traffic.com, Panasonic, Mio and more. When you need a change in pace it will be time for a networking break in our exhibition area - where you can see and touch the latest navigation technology. Over the two days you will have the opportunity to meet over 200 industry leaders and benefit from 20 hours of navigation specific business intelligence and networking.

#### **Telematics Update: the name you can trust**

Telematics Update's business-to-business navigation conferences are must-attend events for everyone who is anyone in the industry. Over the past six years thousands of senior executives the world over have come to Telematics Update events to meet new clients, gather critical industry information and stay one step ahead of the competition. Our agenda's are developed through first hand research with hundreds of industry leaders and executives and are laser focused on the real marketing and technological challenges facing the industry. Telematics Update is completely unbiased. We are not industry consultants or affiliated with any industry companies and we have no angle to sell. Our aim is simply to provide you with the most relevant and well balanced agendas, the best high-level speakers and the most valuable networking opportunities.

#### **Don't delay - register today!**

Attending this event could be the turning point in your business - it could be the place where you make that critical deal or spot an emerging opportunity that will become your biggest revenue stream in five years time. Spaces are limited so don't miss your chance to be part of this vibrant community

**Register your place today using your discount code and SAVE \$300**

### WHY YOU SHOULD EXHIBIT

On December 5-6 the San Jose Marriott Hotel will be home to 200 Navigation USA 2006 delegates, all of whom will be high-level navigation executives from across the value chain.

If you sell to these industry leaders then exhibiting at this event is a cost effective, exciting and powerful way to promote your business. During the cocktail reception and networking breaks delegates will get the chance to see and touch your offering first hand. This is your prime opportunity to make an impression!

We have space for just ten exhibitors at Navigation USA so book early - before the end of September you can get your spot for just \$2000.

Don't miss pass up the chance to reach this select group of industry professionals! Secure your space early to avoid disappointment and to make sure your company is one of the hot topics of conversation at the show

#### **Exhibiting at Navigation USA 2006 is an ideal promotional tool to:**

- Generate leads and make deals with navigation industry executives
- Create a buzz about your new product/service
- Meet and impress your partners and clients
- Maintain and strengthen your presence as a top market leader
- Promote your brand to the industry - not just on the day itself but throughout our pre-show marketing

To book your space contact:  
John Blackley on +44 207 375 7157  
or toll free from the USA on  
1 800 814 3459 ext 279

Email: John@telematicsupdate.com

### WHO WILL ATTEND?

#### TYPES OF EXECUTIVE

- Top-level management, presidents, managing directors and more
- Technical directors, product managers and senior engineers
- Regional and global marketing directors
- Business development, sales and senior account managers
- Heads of research and product development

#### TYPES OF COMPANY

- In-car and portable navigation device makers
- Service providers
- Content providers
- Application providers
- Automotive manufacturers
- Wireless carriers and handset manufacturers
- Analysts, consultants, financial institutions and many, many more!

Navigation USA 2006 is the industry's leading business conference and will bring together key players from across the consumer navigation marketplace.

**If you want to find out exactly who attended our last two sell-out navigation shows email**

**ven@telematicsupdate.com for a complete list of business titles and company names**

### MARKET DYNAMICS AND PREDICTIONS

#### Market Landscape - Get Ready for Evolution

The market for navigation systems has continued to grow in 2006. But this boom won't last. Foresee the changes you need to make to remain competitive and secure your future profits

- Find the right feature set and strategy to capitalise on the evolution of navigation solutions from a luxury to a must-have
- Find out why divergence will be the key to your continued success in the face of increased competition
- Stakeholder collaborations, mergers and acquisitions - how will these market movements affect your business going forward?

**Thilo Koslowski**  
VP & Lead Automotive Analyst, Gartner

#### What Navigation Users Want and Will Pay For

Get an update on navigation users' satisfaction and interests based on the latest J.D Power research

Discover:

- New car buyers preferences - the features and bundles that are unlocking buyers wallets
- Consumers use of navigation systems, what they like, what they don't like, and what they want more of
- How to satisfies the mass market - ease of use, calculation speed, multi-functionality and more
- What features can be improved upon to retain life-long customers

**Larry Wu**, Senior Director of Automotive Emerging Technologies, J.D. Power & Associates

### DEVICES AND FUNCTIONALITY

#### Total Portability - The Most Valuable Navigation Solution

Tomorrow's market leaders will be the players who listen to consumers and create people centric, rather than vehicle centric solutions

- Find out how close these solutions are to market and what needs to be done to provide users the seamless experience they will be delighted to pay for
- Hear what partnerships need to be made to provide complete journey navigation - from web browser to planes, trains and automobiles
- Providing personalised info to the client - what are the biggest challenges faced to synch navigation systems to outlook calendars, browser bookmarks and adjusting to real time dynamic data?

**Blake Bullock**, Product Manager Location Solutions, Motorola Mobile Devices Business

#### Portable Devices - Surviving in the Face of Increased Competition

As the Portable Navigation Device (PND) market becomes increasingly crowded, discover the keys to success in 2008 and beyond

- Is it possible to add new functions while maintaining a pocketable form factor? Hear strategies to maintain the pace of PND evolution
- Discover the likely product differentiators that will separate the leaders from the rest of the pack
- Are multi-functional systems overloading the user? Is there really any safe way to dock a system? Hear how PNDs can deflect safety concerns and maintain their market share

**Kiyoshi Hamai**  
Director of North America, Mio Technology Ltd

#### In-Car Systems - Breaking out of the High-End Market

- Have portable devices sewn up the low and mid-level markets, or can in-car systems take the power back?
- Hear strategies to reach the critical \$500-\$1,000 price point - and what it will mean for the rest of the value chain
- Overcoming the challenges of long product cycles and costly updates - is the only way to survive integration with portable devices?
- Discover what tomorrows embedded systems will look like and what they need to offer to stand out from the crowd

**Peter Friedland**, Managing Director, Soleil Group

**Steve Wollenberg**, VP Marketing, Circumnav Networks

**Dr. Kal Mos**, Engineering Manager, DaimlerChrysler Research and Technology North America, Inc.

#### Smartphones- The Future of Mass Market Navigation?

- Find out how navigation will be included as part of a service bundle on cellphones and what this means for market size and revenue expectations
- Consumers experience of multi-media through Smartphones will drive what they want to see in the vehicle. Predict how this will affect user expectations
- Can Smartphones remain easy to use and yet offer an experience as fulfilling as dedicated systems?
- Overcoming the obstacles of small screen and speaker size - hear what specific content changes will Smartphones require

**TBC**, Cingular Wireless

#### The Impact of Online Portals on the Navigation Industry

- Consumer navigation could be the next battle front for Local Search, hear how Google, Mapquest, Microsoft moving into the industry may change the shape of the value chain
- Complex yet simple - how can you enable powerful routing yet maintain ease of use?
- Find out which routing features users value most - multi-stop, dynamic updates and more
- Who will own the consumer experience and what business models will work with these systems?

**Hakan Kostepen**  
Advanced Product Development, Panasonic

### Free Networking Cocktail Reception

At the end of day one all speakers and conference delegates are invited to kick back and relax at the Navigation 2006 cocktail reception. This gives you a chance to meet with new people, connect with your partners and clients and discuss the information you have heard throughout the day.

### **A Multi-Functional Future - the Convergence of Navigation, Infotainment and Safety**

The navigation market's continued growth can kick start consumer uptake of a variety of telematics services - find out why now is the time to seize on this opportunity

- Evaluate what convergence strategies auto makers and portable device makers are likely to employ to maintain growth and increase profits
- As market share becomes ever more fiercely contested, what technology and services have the most to gain from multi-functional systems?
- Will all navigation devices become multi-purpose or will there still be room in the market for dedicated systems?

**Dr Egil Juliussen, Co-Founder & Principle Analyst, Telematics Research Group**

#### **DATA AND SERVICES**

### **The Potential Profits of Long Tail Data**

- Understand the promise of long tail data - the strategy behind amazon.com's success - and how this could be applied to the navigation space
- Look ahead to when evolving technology and standards will open up opportunities for the merging of consumer mapping portals and Geographic Information Systems (GIS)
- Will Google Maps and other web portals eventually be coupled with more advanced geographic search and query so that it looks, feels and acts like a GIS?
- Imagine the value in enabling users to create customized mapping applications like "my weather", "my traffic", "my family locator" and more

**Joe Francica, Editor-in-Chief & Vice Publisher, Directions Media**

#### **WORKSHOP**

**The Road Ahead for Traffic – the driving factors for success from business models to delivery method**

Workshop hosted by



### **Real Time Traffic Data - Reactive, Reliable and Robust**

- Real Time Traffic as a real selling point - what the consumer needs to know and how they want it delivered to them
- Are predictive traffic models relevant? Is it unpredictable events that people need to deal with? Hear the best way to save users frustration and drive up your profits
- Reliability, accuracy, integrity, discuss what Wireless Carriers and Tier 1s need to do to invigorate the industry
- Learning and peer to peer systems - the traffic solutions of tomorrow or a waste of investment?

**Scott Sedlik, VP Marketing, Inrix**

### **The On-Board, Off-Board and Hybrid Debate - What You Really Need to Know**

The consumer doesn't care how their data is processed! They care about functionality and quality.

- Find your value proposition. Hear which type of solution make most sense for various parts of the value chain
- Quality of service, find out why off-board systems promise to satisfy customer wants in ways that on-board systems can't
- In which direction are the device makers and car makers looking? Discover whether your best strategy is leading or following
- New technologies are enabling interoperability between on and off-board systems. Take a look at how hybrid systems may offer the best opportunities going forward

**Tarun Gupta, Product Strategy & Innovation Manager, Siemens VDO**

**Kevin Yount, Vice President, PTV America, Inc**

### **The Changing Face of Digital Map Data**

- Get an update on the growth of digital content for navigation systems and the opportunities this is opening up
- A different route for digital maps - discover the potential in shifting from the use of maps as a mere guide to a powerful tool for users to find what they want

- Ever richer content. Find out how digital maps will offer increased convenience for users and increased profits from Location Based Services
- As we move closer to a wireless world be prepared for the dramatic rise in demand for dynamic, up-to-date content

**Mike Mulligan, Marketing Director, NAVTEQ**

### **Profiting from Location Based Services**

- Discover which LBS have the most consumer appeal and discuss the problems implementing them - Dynamic POI, Weather and parking data
- The wireless carriers are now investing more in Location Based Services, will this spark the long predicted LBS boom?
- The ongoing business model problem - discover who is likely to pay and who is in the best position to profit from LBS
- Get an insight into the depth of data that LBS services will require as the industry gathers pace

**Clem Driscoll, President, C.J. Driscoll Associates**

**Lisa Peterson, Principal Consultant, Peterson Mobility Solutions**

### **Driving Navigation Forward - the Enabling Technologies**

- The technology is here to enable high bandwidth local connections between home and car. Find out the opportunities this opens up in navigation and infotainment for whoever can provide the business solution
- Future navigation systems and services key differentiators will rely heavily on data pipes – discover the right ones you should be working with
- In the next few years more and more bandwidth is going to be given to deliverable live content – mainly audio and video. As navigation related data services become more sophisticated will there be enough bandwidth to go around?
- Hear a discussion on the key issues for in-car and portable device data storage requirements: how much data does the average user need? Will both flash and hard-disk have a place in the market?

**Jeff McGannon, Vice President OEM Business Development, Ibiqity Digital**