

*ITS California's Northern Section and its partners invite you to join their next luncheon workshop, part of a regular series that focuses on the deployment of Intelligent Transportation Systems in California. These events are designed to attract a broad audience of transportation professionals at public agencies, private firms and research centers.*

**JANUARY 2011**

## CAR 2.0

The automobile is an American icon that represents travel and freedom. The Silicon Valley and its high tech products have reached a similar status to become icons for personal expression and access to the world. Over the next several years, these icons will increasingly blend to enable an entirely new driving experience, and much of this revolution is taking place in Northern California.

ITS California's upcoming workshop puts together key automotive and information technology experts who will offer their interpretation of Car 2.0, i.e. where the Silicon Valley meets the car.

As always, a sizeable Q&A section will be offered along with the opportunity to network with panel members and peers. An optional boxed lunch is available to participants through the online registration process.

### FEATURED PARTNER



### PANEL

- **Sven Beiker**, Center for Automotive Research at Stanford
- **Luca Delgrossi**, Mercedes-Benz Research & Development North America
- **Chuhe Lee**, Volkswagen Electronic Research Lab
- **Jorg Brakensiek**, Nokia Research Center

### PRACTICAL INFORMATION

TIME:	<b>JANUARY 19<sup>TH</sup>, 2010, 11:30AM – 1:30PM</b>
LOCATION:	Juniper Networks, 1143 Borregas Drive, Sunnyvale, CA 94089 Bentley Room
RSVP:	<a href="http://its-canorcalworkshops.eventbrite.com/">http://its-canorcalworkshops.eventbrite.com/</a> by <b>JANUARY 14<sup>TH</sup></b>
FEE:	Free for current ITS-CA or SVLG members \$10 for non-members (fees can be applied towards membership)
LUNCH:	Lunch can be reserved for an additional \$12 fee.