



Internet Media Device Alliance at CES 2012

The move to smart radio

January 11th



We would like to invite you to a half day meeting at the Las Vegas Hilton, rooms 8-9 (second floor).

The meeting will begin with a breakfast at 8:00am and it will end at 12:00pm.

There will be a fee of \$150 per person for non-IMDA members.

Session details listed on right

Learn more why your company should become an IMDA member

Our members span the globe and the radio industry! View our membership list [here](#).

Session 1:

2011's achievements and new initiatives

IMDA representatives will summarize results of the broadcaster orientated work in 2011.

One focus is currently the work of the Automotive Working Group that's developing an automotive device profile and will publish a white paper shortly that is presenting the broadcaster's perspective on in-vehicle internet radio. Highlights of the white paper as well as details on the Auto Profile will be presented.

Session 2:

Internet Radio to the Car

Roger Lanctot, from Strategy Analytics, will talk about the realities, trends and challenges of bringing IP Radio to the Automotive World.

His presentation will focus on specific issues of bringing Internet Radio to the car that enables an attractive, seamless and safe user experience for the user, while taking into account specific requirements from content providers, automakers and their supply chains.

Session 3:

Synchronization, Control and the Second screen

The panel will explore how mobile devices can be used alongside connected devices to create a better experience. Jan Nordmann of Fraunhofer is moderating a panel that will address the challenges and opportunities of mobile Internet radio, specifically connectivity in the car and what we can learn from the experiences of the CE industry. Panelists include Ray Archie of CBS Interactive; Steve Harris of SMC's BridgeCo; Hitoshi Ono of Vodafone and Massimo Baldini of Livio Radio.

If you would like to join us, please e-mail Claudia Jablonski at claudia.jablonski@imdalliance.org. Space is limited, so please let us know as soon as possible if you plan to participate.
