

**INVITATION**

# **FUTURE NAVIGATION**



The 11:th of June - Turning Torso

# WHERE WILL WE BE IN 2015?

The market demand for Portable Navigation Devices (PND:s) is growing rapidly. Destination guidance will always be the most crucial feature of a PND. However, due to strong competition on the market, producers are differentiating their products by adding more entertainment features.

Blaupunkt has a different vision - that driver assistance and safety features are the most competitive factors for PND:s in the future. As Blaupunkt is a subsidiary to Bosch, the leading developer of driving assistant systems for the automotive industry, a clear advantage exists for implementation of advanced features in PND:s.

Systems that currently only are available in luxury cars will soon be accessible through Blaupunkt's PND:s and can therefore equip a much broader car model range.

In 2008 Bosch inventions such as Curve Warner, Route Sign Recognition and Video Navigation will be integrated in Blaupunkt's new PND-models Travel Pilot 500 and 700.

During the seminar "Future Navigation", speakers from Blaupunkt and Bosch will present their views on how future driver assistant systems will save lives. Journalists from the Nordic and Baltic states will participate in the seminar and also have the possibility to experience and test the new generation of PND:s.

## THE 11:TH OF JUNE WE WILL BE IN THE TURNING TORSO MALMÖ

**10.30**  
**Introduction**

Blaupunkt's views on Future Navigation.

**10.50**  
**Martin Giersbeck - Blaupunkt**

Blaupunkt Mobile Navigation Portfolio.

**11.20**  
**Hans-Jörg Mathony - Bosch**

Driver Assistance Systems -  
Status and Outlook.

**11.50**  
**Lunch**

**12.50**  
**Wolfgang Niehsen - Bosch**

Bosch Corporate Research and Advance  
Engineering - Computer Vision.

**13.30**  
**Bettina Rental - Blaupunkt**

Blaupunkt Driver Assistance Applications.

**14.00**  
**Panel discussion**

**14.20**  
**Coffe break**

**14.40**  
**Product test**

Presentation in the showroom and  
transferred to Sturup and Malmö Central  
Station in demonstration cars.

For detailed information, contact: Tomas Strandh +46 (0)70 777 30 28

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