

SAVE THE DATE!

MID-AMERICA CLUB IT CONNECT

JUNE 8, 2016

THE CONNECTED CAR

**Connecting the Automobile Using
Big Data and Machine Learning**

Big Data and AI are revolutionizing not only how we will use our cars, but how we think about transportation.

The car forms an important role in our daily lives, and its function is not just going from point A to point B anymore, but rather delivering an experience that revolves around the activities in our daily lives.

Cars are now connected to the internet and car manufacturers are becoming more like software companies, shifting focus from traditional hardware platforms towards the software and services platform, leveraging scalable cloud computing with machine learning and IoT.

What is the state-of-the-art in the connected car industry, who are the major players, and what are the challenges and opportunities where big data and machine learning can help address?

Finally, we will discuss what BMW is doing in the connected car space to address some of these challenges, to make the driving experience a smart and enjoyable one.

Get Driven. Join us at Mid-America IT Connect for our latest presentation. Enjoy not only a presentation from a thought-leader, but spirited Q&A afterwards!



JUNE 8, 2016 5:30 P.M.

The Mid-America Club on the 80th floor of the Aon building in downtown Chicago

RSVP with the Club at **312-861-1100** or online at **midamclub.com**

Limit **3 guests** per membership. Members must register their guests with the Membership Department.

Presented by Polymorphic Systems
