

New Vehicle App Ideas at GM Keep Coming and Coming

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either GM's Remote or In-vehicle application program interfaces (APIs).

Stefan Cross, OnStar communications manager, said the idea is to tap the expertise, experience and creativity of the larger IT world.

With GM's Remote APIs, developers can use simulated OnStar connectivity to develop apps that interact with the vehicle remotely, either from a smartphone, tablet or computer, Cross said. GM's in-vehicle APIs allow developers to use simulated vehicle information, such as location data or vehicle diagnostics, to create apps that would be incorporated into the vehicle's infotainment system and would be available to download through a GM AppShop that is being developed.

The GM AppShop would be built into the infotainment system and would allow customers to select from various GM-approved apps. Drivers would be able to personalize their vehicle, similar to smartphone personalization, Cross said. The infotainment system would be able to change over time as drivers' needs change and as new apps become available.

"We have developed and designed connected vehicles and with that connectivity there's tremendous range of what can be done with them," said Nick Pudar, GM director, Developer Ecosystems, Global Connected Consumer. "There will probably be in-vehicle apps that are popular for everybody, but there will also be a range of apps useful to very targeted segments."

Creating apps for GM vehicles is an intriguing opportunity for developers. While the number of connected vehicles will never be

as large as the smartphone population, today's vehicle app developers are early players in an uncluttered marketplace, Cross said.

"It can be very difficult for a new app developer to get noticed or become relevant," said Pudar. "Since our marketplace will be carefully curated for apps that are meaningful and appropriate for the driving experience, each available app will have much greater visibility."

"Couple that with the fact that on average we spend about 90 minutes a day in our vehicles, and you have a captive audience."

GM also allows developers to create apps in familiar HTML5 and JavaScript codes. Whereas creating apps for smartphones may vary by device, HTML5 allows developers to create one app that can reside in all GM infotainment systems: Chevrolet MyLink, Cadillac CUE and Buick/GMC IntelliLink.

GM's flexible app platform is another advantage for both customers and developers. Developers benefit because it expands the types of apps they can create in vehicles.

"Since our future system is embedded, developers can create apps that use vehicle information. This will create a whole new category of 'car apps' we've never seen before," said Pudar. "In addition, an embedded system is the only way to enable apps that can interact with the vehicle remotely. The range of embedded connectivity can be expansive."

Customers benefit from a built-in system because it enables personalization, allowing for downloadable apps that uniquely interact with them based on the way they use their vehicles.

Even teens still waiting to get their driver's licenses can get in-

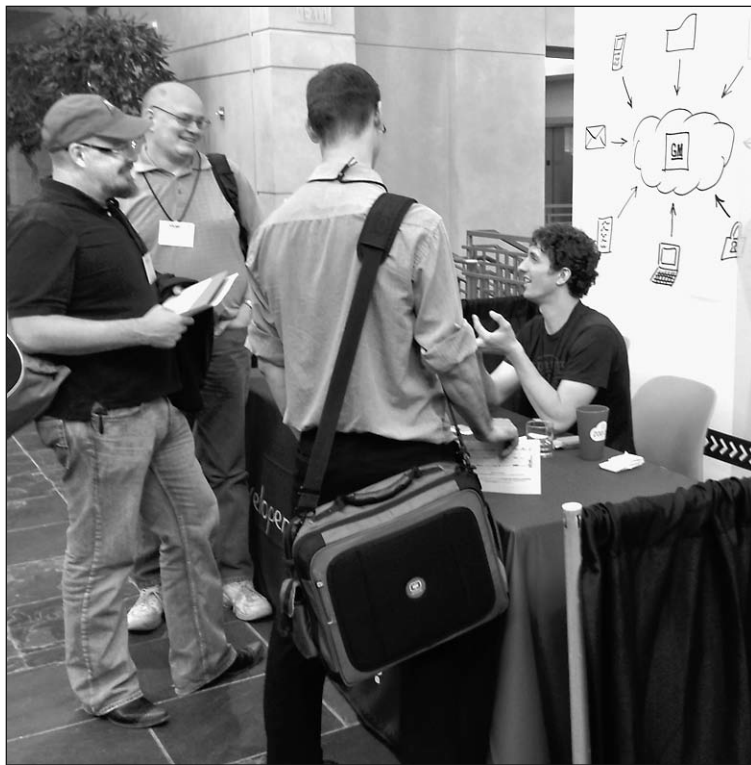
to the act. Another app idea from the recent TechCrunch Disrupt hackathon (an event where software developers collaborate and compete) in New York was a "Learn to Drive" app that allows the vehicle to act as a virtual driving instructor.

The app would provide real-time instructions on driving maneuvers, offer speed limit alerts and keep track of driving statis-

tics such as hours driven, maneuvers completed and nighttime hours driven in compliance with a state's driver training program.

A teen group won first place in the Automotive category of the hackathon and second place overall.

Cross said the apps aren't out yet, but will be introduced in 2014 model year vehicles.



GM employees attend hackathons and technical conferences across the country to show their platform and engage with app developers.

Selfridge Slates Appreciation Day

The Macomb County Chamber has joined forces with Selfridge Air National Guard Base to plan Selfridge ANGB Family Appreciation Day on Sunday, Aug. 18, from 11 a.m. to 4 p.m.

The event is being organized so the local community can pay tribute to military service members and their families in recognition of the sacrifices they make for the U.S.

The day is exclusively for active duty, reserve and National Guard military members, civilian base employees and their families. It will feature free food, drinks, competitions, kids' activities and live entertainment at the Selfridge ANGB Top 4 picnic area.

"We've modeled this event after military appreciation days in several other communities throughout the country," said Chamber CEO Grace Shore.

"We believe there are many businesses and individuals in metro Detroit who would like to express their gratitude and support for our U.S. Armed Forces, and this event gives them a chance to do it."

Besides monetary sponsorships, the chamber is seeking restaurant participation as well as volunteers for the event.

For more information, contact Jeffrey Wasser at 586-493-7600 or Jeffrey@macombcountychamber.com.

The Nationa Guard base is situated on the shores of Lake St. Clair in Harrison Township.

Severstal N.A. Breaks Ties with U.S. Steel

Severstal North America will dissolve its Dearborn-based Double Eagle Steel Coating Company ("Double Eagle") partnership with United States Steel Corporation.

In a statement to the press, Severstal stated the decision was made after a review of business trends and conditions by the Board of Directors, with both parties concluding that the economic viability of EG production at Double Eagle couldn't be maintained.

Over the past several years, there has been a significant decline in the market demand for electrogalvanized (EG) products and a shift toward the new hot dip-coated technology.

"We would like to thank our long-term partner in this joint venture, United States Steel Corporation, for the years of produc-

tive and mutually-beneficial cooperation. We would also like to thank all of the customers, employees and the local community for their support through the years," stated Sergei Kuznetsov, CEO, Severstal North America.

"As the time has come to end this partnership, we will work harder to meet the demands of our customers and provide the highest quality . . .

"The new products off our existing facilities will deliver all the benefits of our highly skilled workforce, technology and equipment."

Severstal is one of the largest

steel producers in the United States and a subsidiary of Severstal, a global steel and mining company.

Severstal Dearborn launched its new \$285-million hot dip galvanizing line (HDGL) last year, featuring advanced technologies with consistent coating thickness and excellent surface texture for exposed and unexposed automotive applications.

The company expects to transition from EG product to hot dip galvanized by the first quarter of 2014 and is currently working with customers to achieve that objective.

Career Expo Expects 1,000 Job Seekers

The Sterling Heights Career Expo is being held on Wednesday, July 31, at the Best Western Hotel at 34911 Van Dyke in Sterling Heights.

The event takes place between 9 a.m. and 3 p.m. Companies looking for workers will have the chance to access 10,000 resumes from such sites as HiredInMichigan.com, JobFairGiant.com and OneStopHiringSolutions.com.

There is no cost for job seekers attending the fair, which is sponsored by JobFairGiant.com, and is expected to attract more

than 1,000 job seekers.

Last year, HiredInDetroit.com drew more than 4,000 job seekers and there were more than 1,000 employers hiring.

JobFairGiant.com promotes events via television, radio, newspapers and the Internet. It also has social media accounts on Twitter, Facebook and LinkedIn.

To learn more about the event and to sign up as an employer seeking job candidates, contact Tiffaney Gilbert at 734-956-4550, or by email Gil@jobfairgiant.com.



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