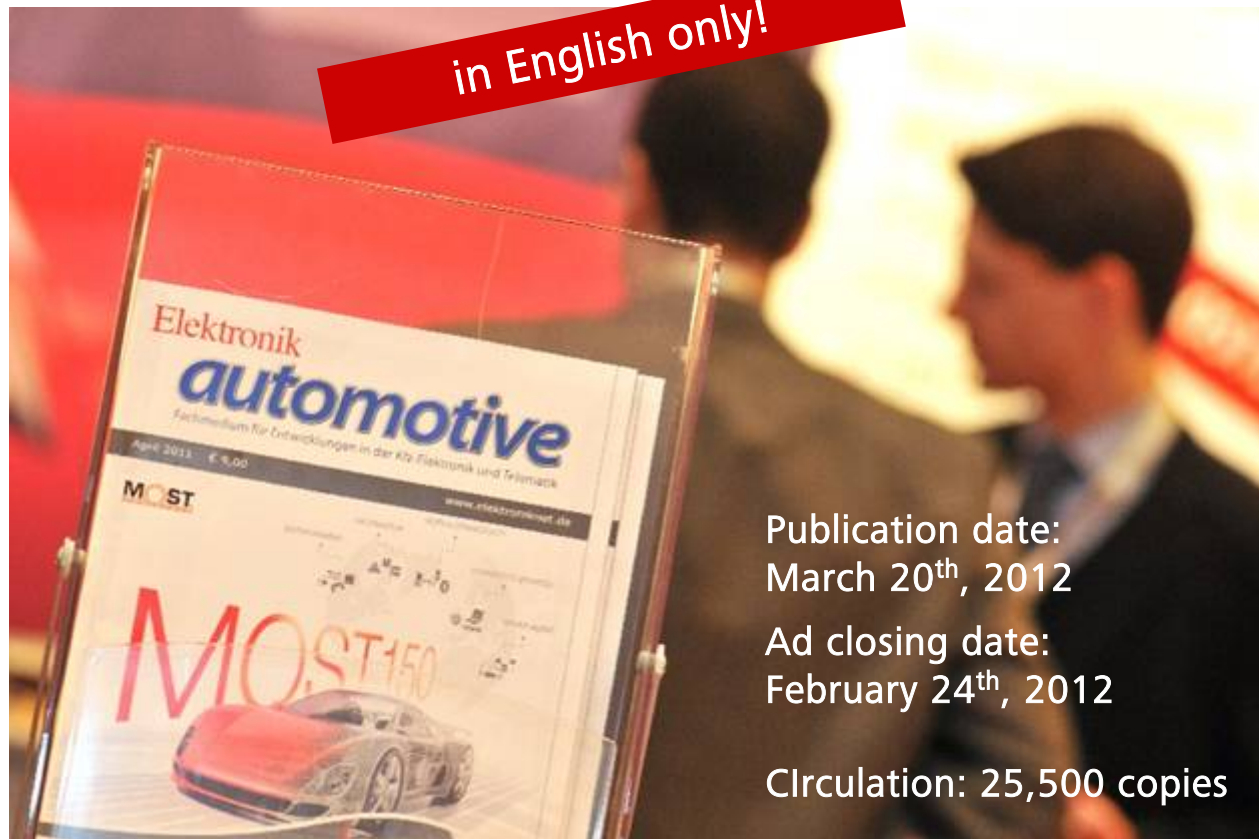


# The special issue for the 4<sup>th</sup> MOST Forum 2012 March 20<sup>th</sup>, 2012 in cooperation with MOST Cooperation

in English only!



Publication date:  
March 20<sup>th</sup>, 2012

Ad closing date:  
February 24<sup>th</sup>, 2012

Circulation: 25,500 copies

# The special issue for the 4<sup>th</sup> MOST Forum 2012



Dr. Christian Thiel  
MOST Cooperation  
Administrator

The upcoming MOST® special issue of the trade journal **Elektronik *automotive***, which is published in March 2012 on the occasion of the 4<sup>th</sup> MOST Forum, will celebrate a milestone in MOST technology: With MOST150, the third generation of MOST is produced in 2012. MOST150 is deployed in the new Audi A3 series as well as in the Mercedes-Benz S-Klasse.

In 2012 the MOST ethernet channel for the IP data transfer is applied inside the vehicle in practice for the first time. MOST150 offers the transfer of audio and video in high quality of service as well as a ready-for-use physical layer for ethernet protocols in the vehicle.

At the approaching MOST Forum we look forward to exciting keynotes about ongoing developments and research results. Many car manufacturers and their suppliers provide an outlook to upcoming technological developments and applications around MOST.

This year's MOST special issue will once more offer you the chance to present your innovative solutions to a large audience interested in automotive infotainment.

The MOST Cooperation again endorses this special issue to continue the widespread adoption of the leading networking standard for multimedia in vehicles. Therefore, your participation in this project will give you an ideal exposure to the worldwide market for automotive multimedia technology.



# Topics in the special issue for the 4<sup>th</sup> MOST Forum 2012

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- » Gigabit phy for the next MOST generation
- » Compliance tests for MOST150
- » Deployment of MOST in driver assistance systems
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# Contact

## » EDITORIAL STAFF



**Stephan Janouch**  
**Editor-in-chief**  
**Elektronik automotive**  
Phone: +49 89 25556-1369  
Fax: +49 89 25556-1670  
sjanouch@weka-fachmedien.de



**Stefanie Eckardt**  
**Editor**  
**Elektronik automotive**  
Phone: +49 89 25556-1342  
Fax: +49 89 25556-1670  
seckardt@weka-fachmedien.de



**Silvia Langford**  
**Editorial assistance**  
Phone: +49 89 25556-1331  
Fax: +49 89 25556-1670  
slangford@weka-fachmedien.de

## » MEDIA



**Peter Eberhard**  
**Director Sales**  
Phone: +49 89 25556-1385  
Fax: +49 89 25556-1670  
peberhard@weka-fachmedien.de



**Sonja Winkler**  
**International Account Manager**  
Phone: +49 89 25556-1383  
Fax: +49 89 25556-1670  
swinkler@weka-fachmedien.de

### USA East

Huson International Media  
Michael Andrews  
Empire State Building  
350 Fifth Avenue, Suite 4614  
New York, NY 10118  
Phone: +1 -212 268 33 44  
Fax: +1 -212 268 33 55  
michael.andrews@husonmedia.com

### USA West

Huson International Media  
Ralph Lockwood  
Pruneyard Towers  
1999 South Bascom Avenue, Suite 1000 Campbell,  
CA 95008  
Phone: +1 -408 879 6666  
Fax: +1 -408 879 6669  
ralph.lockwood@husonmedia.com

### UK/EIRE

Huson International Media  
Gerry Rhoades-Brown  
Cambridge House  
8 Gogmore Lane, Chertsey  
Surrey, KT16 9AP  
Phone: +44 (0) 1932 564 999  
Fax: +44 (0) 1932 564 998  
gerryrb@husonmedia.com

### France, Benelux, Scandinavia

Huson International Media  
Rembrandtgebouw  
Biesbosch 225  
1181 JC Amstelveen  
Holland  
Phone: 0031 -205 45 00 10  
Fax: 0031 -205 45 00 15  
gerry.rhoadesbrown@husonmedia.com

### Japan

Shinano International  
Inc. Akasaka Kyowa 2F  
1-6-14 Akasaka  
Minato-ku  
Tokyo 107-0052 Japan  
Phone: +81 -3-3584-6420  
Fax: +81 -3-3505-5628  
scp@bunkoh.com

### Taiwan

Anita Chen  
2F, No. 85, Zhouzi Street,  
Neihu District, Taipei City 114, Taiwan  
Phone: +886 -2-8751-5162  
Fax: +886 -2-8751-8861  
anita@globalitmedia.com.tw