



## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE:** Nov. 7, 2016

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# Lynwood STEM Students to Experience Self-Driving Cars via Virtual Reality During Visit from Tech World Leader

*The GM of Wind River, a subsidiary of Intel, will talk with Lynwood students about autonomous and connected vehicles, as the L.A. Auto Show kicks off its tech week*

**WHAT:** Some 400 STEM and Auto Tech students from Lynwood and Firebaugh high schools will experience what it's like to drive a self-driving/autonomous vehicle during a virtual reality demonstration. They will also get an insider's view of the auto industry, when the General Manager of Wind River® – an Intel subsidiary that created Mars Rover software and is producing innovative in-dash technology for dozens of automakers on Earth – provides a preview of what's next in auto technology. The event serves as Wind River's kickoff for AutoMobility LA, the Nov. 15-17 tech showcase for the global auto industry, and the Nov. 18-27 Los Angeles Auto Show.

**WHO:** STEM and Auto Tech students from Lynwood and Firebaugh high schools.

Marques McCammon is the general manager for connected vehicle solutions at Wind River, where he is responsible for software product strategy, marketing and engineering. The Wind River automotive team is a design and development organization that specializes in product innovation across the global automotive landscape. McCammon, an industry thought-leader, will provide insights and frame the vision for tomorrow's automotive technology. He believes in working with students, particularly in urban high schools, to inspire and lay the groundwork for future generations of automotive designers and software engineers.

**WHEN:** Monday, Nov. 14 at 11 a.m.

**WHERE:** Lynwood High School Performing Arts Center, 4050 Imperial Highway, Lynwood

**ABOUT:** Autonomous and connected vehicles are transforming lives. Wind River technology is in more than 2 billion products, including aerospace, defense, health care and millions of automobiles. Founded in 1981, the Alameda, Calif.-based company delivers software that is safe and secure and is setting the industry standard for exceptional next-gen technology.

**MEDIA:** On-site event contact: Juliette Funes at 626-217-5241.

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