



169 11<sup>th</sup> Street | San Francisco, CA | 94103  
T: 415.522.5336 | [www.fabernovel.com](http://www.fabernovel.com)

<http://sf.apidays.io>

## **Announcing API days SF: Disrupting the Car Industry and Driver Experience with APIs**

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Media Contact: [mawuena.tendar@fabernovel.com](mailto:mawuena.tendar@fabernovel.com)

### **San Francisco, CA**

On June 13 -15 FABERNOVEL, in partnership with Webshell, is bringing their global API conference series back to San Francisco. This year [API days SF](http://sf.apidays.io) will explore how tech innovation is disrupting the car industry. The two-day conference and hackathon at PARISOMA will showcase major players behind the transformation of the auto industry and examine the ripple effects within and beyond the car industry.

Software is disrupting yet another aspect of our lives by bringing connectivity to the open road. It is transforming the auto industry from one about the mechanics to one about the software. This Connected Car Revolution is redefining the relationship between us, our cars, and the world we drive in.

APIs are leading this revolution by allowing cars to enter the ubiquitous age of connectivity. As API evangelists, FABERNOVEL and Webshell recognized the potential of this disruption and decided to organize their fifth API days conference around the Connected Car Revolution.

Highlights from the 2014 API days SF include keynote address from Larry Burns, advisor for Google Self-Driving Cars; guest speakers from major players disrupting the industry including Wit.ai, Mulesoft, IBM and more; and panel discussions on the future of connected cars and the implications on various industries.

To register or find out more about APIdays SF, please visit [sf.apidays.io](https://sf.apidays.io).

About FABERNOVEL:

Founded in 2003, [FABERNOVEL](#) is an Innovation consulting firm that works with global leading companies to help them build growth at startup speed. FABERNOVEL clients are some of the largest organizations in the U.S. and in Europe.

About Webshell:

[Webshell](#) develops tools for making API Integration easier for developers on authentication, scripting and widgets, in Paris, and manages the `{"apis": "the joy"}` [blog](#).

About PARISOMA

[PARISOMA](#) is a space where ideas meet execution. We cultivate an experimental environment through coworking, mentorship, education and events. We host 120 members, 70 startups, 3 events a week, 20,000 visitors a year.