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<http://sf.apidays.io>

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

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### **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 the major players behind the transformation of the auto industry and examine the ripple effects into industries beyond car manufacturers.

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. Software is now eating our cars too and redefining the relationship between us 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 Tesla, 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 API days SF, please visit [sf.apidays.io](http://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 include: AT&T, L'Oreal, KNIGHT FOUNDATION, BEL GROUP, Toys'R'Us, Dannon, Steelcase, SFMTA.

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.