

AUTOMOTIVE COMPUTING CONFERENCE

2025

November 13 + 14
Munich | Germany



Main Topics

- Hardware, Software Trends and Architecture
- Developments in key Markets Europe, China and USA
- System and Performance Optimization
- Hardware Enablement for the SDV
- Intelligent Vehicles – AI Platforms
- Chiplet Trends and Markets

Preview of Top Speakers



Dr. Sergey Tverdyshev
NIO



Andreas Lock
Robert Bosch



Vishal Mishra
Daimler Truck



**Deepak Vedha Raj
Sudhakar**
Mercedes-Benz



Kai Konrad
Stellantis



Robert Siwy
BMW

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ULTIMAMEDIA
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Founding Partners:

arm

EB Elektrobit

synopsys®



1st Conference Day, Thursday, November 13, 2025

08:30 Reception, Check-In and Networking

09:00 Welcome and Opening

Anne von Türkheim-Horch,
 Director International Events,
 ULTIMA MEDIA Germany


Martin Schleicher,
 Independent Consultant,
 (formerly Continental AG)

Hardware, Software Trends and Architecture: A Reality Check

09:10 Keynote: EE Architecture when is Co-designed by Software Architects


- Always evolving user experience
- Lean EE architecture
- SW-HW Co-design

Dr. Sergey Tverdyshev, Chief Architect, NIO

09:45 ZVEI Initiative: New Vehicle E/E-Architectures


- View on new zonal vehicle E/E-architectures from supplier perspective

Dr. Andreas Lock, Senior Expert / Vice President a.D.,
 Bosch Managment Support GmbH / Robert Bosch GmbH

10:10 The Software-Defined Vehicle: A Tsunami at the Gates of Automotive Legacy


- The rise of hyperscale platforms and centralized intelligence
- The existential risk to incumbents, and what it takes to reinvent rather than adaption

Houssein Ghanmi, SDV Business & Strategy Development Director, NXP Semiconductors

10:35 Q&A with Speakers

10:45 Coffee Break and Networking

11:15 Reaching "SDV Level 5" when Budgets Shrink


- Efficient process to built up a „Level 5 Software Defined Vehicle“
- Architectures, strategies and collaboration for SDV

Dr. Moritz Neukirchner, Head of Architecture,
 Elektrobit Automotive GmbH

Developments in Key Markets Europe, China and USA

11:40 Silicon Dragon: China's Rise in Automotive SoCs and Ecosystem Innovation


- The Next-Gen SoC landscape driving autonomous and connected vehicles
- Geopolitics, innovation, and the Silicon race behind China's automotive future

Jürgen Höllich, General Manager, Hoellisch Consulting GmbH

12:00 EE Architecture Upgrade to AI eCockpit


- China automotive trends
- EE architecture and AI

Eugene Wang, General Manager Global Automotive,
 SemiDrive

12:20 Q&A with Speakers

12:30 Joint Lunch and Networking

14:00 Opening of the 2nd Session

Hanno Wolf,
 Executive Director Business Development Automotive,
 Synopsys

System and Performance Optimization

14:05 Early Stage Predictive Ressource Analysis Using Model-Based Simulation


- Static criticality and safety island
- ADAS and IVI integration

Olaf Schmidt, Solution Manager,
 INCHRON AG

Deepak Vedha Raj Sudhakar, SoC Performance Architect,
 Mercedes-Benz AG

14:35 Communication Challenges in Zonal Architectures


- Introduction of HPC and Zonal ECUs
- Each of those have their pros and cons

Stefan Singer, Senior Director, Renesas Electronics

15:00 Mastering the Challenges of Embedded Software Timing


- Processor architectures and the impact on timing
- Non-real-time operating systems vs. real-time operating systems

Peter Gliwa, CEO, GLIWA GmbH & Co. KG

15:25 Q&A with Speakers

15:35 Coffee Break and Networking

16:05 SIL/HIL Continuity as a Key Success Factor for Efficient SDV Validation


- Integration into CI/CT pipelines to shorten development iterations
- Scalable validation of complex SDV architectures

Stefan Walter, Lead Portfolio Manager SDV, dSPACE GmbH

16:20 Keynote: DiL - Driver in the Loop


- "Testing the Drivers Software-Experience"
- Driving Simulators in virtual development

Dr. Chantal Himmels, Specialist Driving Simulation and Virtualization, BMW Group

Robert Siwy, Software Manager, BMW Group

16:55 Panel Discussion: Development of a Cost-efficient E/E Architecture



Chairman: **Martin Schleicher**

Panelists:



- 1 Kai Konrad**, Head of Global Semiconductor Purchasing, Stellantis
- 2 Dr. Andreas Lock**, Senior Expert /Vice President a.D., Bosch Managment Support GmbH / Robert Bosch GmbH
- 3 Prof. Dr. Mirko Mählich**, Head of Institute for Autonomous Driving, Universität der Bundeswehr Munich
- 4 Vishal Mishra**, Secure Diagnostics Architect, Daimler Truck AG
- 5 Michael Niklas-Höret**, Strategic Partnership Manager, Aumovio (former Continental)
- 6 Dr. Sergey Tverdyshev**, Chief Architect, NIO

17:45 Conclusion by the Chairman
Hanno Wolf, Executive Director Business Development Automotive, Synopsys

17:50 End of Conference Day One

18:20 Evening Event and Dinner Speech* (See Next Page)



2nd Conference Day, Friday, November 14, 2025

09:00 Welcome and Opening of the 2nd Conference Day



Bernhard Rill,
Director Automotive Partnerships,
Arm

Intelligent Vehicles – AI Platforms

09:05 Agentic AI in Motion: Unlocking Intelligence for the Software-Defined Vehicle



- Exploring hybrid architectures that balance on-device and cloud inferencing for scalable, responsive systems
- Leveraging AI to adapt to driver preferences, optimize routes, and deliver intuitive in-car interactions through generative assistants.

Thomas Dannemann, Senior Director, Product Marketing,
Qualcomm Germany GmbH

09:30 AI-Defined Vehicles Era is Here



- Arm Zena CSS – flexibility with standardization
- Virtual prototyping support - integrated solution in the cloud

Tom Conway, Senior Director Product Management,
Arm UK Ltd

09:55 Multimodal Intelligence Meets Automotive: Memory at the Inflection Point



- Large Language Models (LLMs), Vision Language Models (VLMs), and multimodal AI applications move from research labs into vehicles
- Innovations in memory hierarchy and system-level optimization—to meet the demands of AI

Chris Jacobs, Vice President & General Manager, Micron

10:20 Q&A with Speakers

10:30 Coffee Break and Networking

11:00 Scalability of ADAS and IVI Systems with a Chiplet-based Architecture



- Balancing performance, cost and flexibility in ADAS and IVI platforms
- Addressing software complexity in distributed chiplet architecture

Young-Hun Kluge, Senior VP, Business Development & Sales,
EMEA, BOS Semiconductors

Chiplets Trends and Markets

11:25 SF Process Technology and Ecosystem for Chiplets



- Samsung Foundry's automotive process, IP and design ecosystem
- Chiplet technology: from Concept to Silicon

Dr. Ricardo Gomez Gomez, Senior Technical Marketing
Manager, Samsung Semiconductor Europe GmbH

11:50 Chiplets, the Fabric of Automotive High Performance Compute



- Regaining automotive compute leadership through chiplets
- Chiplet interface standardization the path to cost competitive automotive compute

Bart Placklé, Vice President Automotive, Imec

12:15 **Panel Discussion:**
Chiplet Market and Future Challenges



Chairman: **Bernhard Rill**

Panelists:



1 Ricardo Gomez Gomez, Senior Technical Marketing
Manager, Samsung Semiconductor Europe GmbH



2 Bart Placklé, Vice President Automotive, Imec



3 Tanuja Rao, Executive Director, Multi Die Solutions
Architect, Synopsys



4 Dr. Ericles Sousa, Co-Chair / SoC Architect, UCle
Consortium Automotive WG / Cadence Design Systems

12:50 Joint Lunch and Networking

Hardware Enablement for the SDV

14:00 Opening of the Final Session



Dirk Diekhoff,
Senior Director Strategic Partnerships,
Elektrobit

14:10 Safety of AI Accelerators (NPU/GPU) for Autonomous Driving



- Are HW failures a realistic issue?
- Solutions for AI Safety (HW)

Thorsten Ehrenberg, Manager IC Base Development &
Shaumik Ganguly,



Expert – DL Acceleration & AI Hardware Safety, Aumovio
Autonomous Mobility Germany GmbH

14:35 Hardware Support in Developing Software Defined Vehicle (SDV)



- Hardware is the backbone of SDV
- Integration of multiple function

Alessandro Giuseppe Sansonetti, Automotive Ecosystem
Marketing Director, ST Microelectronics

15:00 Operating Systems for Safe and Secure Software-Defined Vehicles



- Compartmentalization by design: easy, secure integration of AI-enabled applications
- Safe and efficient support for heterogeneous multicore SoC

Dr. Andrea Bastoni, CTO, Sqrrl

15:25 Horizon of Microcontroller Solutions



- Real-time processing in the context of high performance SoCs
- Relevance of MCUs for Software Defined Vehicles

Marco Cassol, Senior Director Product Marketing,
Infineon Technologies AG

15:50 Closing Words

Dirk Diekhoff, Senior Director Strategic Partnerships, Elektrobit

15:55 End of the Conference

Evening Event and Dinner Speech
“Why German (non-) Automotive Software fails!”



Laure Bousquet,
CEO,
LBERate



Björn Schuh,
Management
Consultant,
Independent



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www.automotive-computing-conference.com/tickets/



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Arm GTM EMEA



Martin Schleicher
Independent
(former Continental)



Björn Schuh
Independent
(former AUDI)



Hanno Wolff
Synopsis

AUTOMOTIVE COMPUTING CONFERENCE



Registration information

Thursday November 13 and Friday November 14, 2025

Event location

Hotel NH Munich East Conference Center
Einsteinring 20
D-85609 Aschheim near Munich
phone: +49 30 2238 0233
Room fee per night: **€ 129** plus taxes (incl. breakfast)
Please book directly on
www.nh-hotels.com/en/event/ultima-media-germany-2025

Delegate Fee + VAT

- Regular fee **€ 1,795**
- OEM fee **€ 0**
- Virtual ticket **€ 790**
- Free participation in the evening event on November 13, 2025

Services included in the Regular Participation fee

- Participation in the conference
- Conference documentation
- Refreshments during the breaks
- Lunch on both conference days
- Get-together on November 13, 2025
- Opportunity to visit the accompanying trade exhibition

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