AUTOMOTIVE COMPUTING CONFERENCE

US 2024

March 26 + 27
Detroit | MI

Main Topics

- **High Performance Computing – Quo Vadis?**
- **Domain Computing & E/E Architecture**
- **Hyperscaling and Cloud Computing**
- **The Software Defined Vehicle**
- **Chiplet Standardization – Challenges for the Automotive Industry**

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vmware by Broadcom

Preview of Top Speakers

François Piednoël
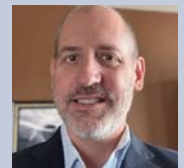Mercedes-Benz

Mark Granger
Qualcomm

Simon Fürst
BMW

Elizabeth Kao
Robert Bosch

Aish Dubey
Renesas

Jerry Sumiec
Continental

Kyle Taylor
Hyundai Americas
Technical Center

Amiya Trivedi
Lucid Motors

John Wall
BlackBerry QNX

A conference organized by:

SV Veranstaltungen

Founding Partners:

arm

Elektrobit

SYNOPSYS

1st Conference Day, Tuesday, March 26, 2024

08:30 Reception, Check-In & Networking

09:00 **Welcome and Opening**
Anne von Türckheim-Horch,
Director International Events,
SV Veranstaltungen GmbH

Martin Schleicher,
Head of Software Strategy,
Continental

High Performance Computing – Quo vadis?

09:10 **Key-Note:** Central Computing in the Car: The Key to Successful, AI-Driven Software-Defined Vehicles
Mark Granger, Senior Director, Product Management,
Qualcomm Technologies

09:40 **Key-Note:** Standardization for Automotive Computing Hardware
François Piednoël,
Distinguished mSoC Architect, Mercedes-Benz

10:10 **Impact of E/E Architecture on Zone Controllers and Center Computers Architecture**
• OEM roadmaps explored
• Market and technology forecast
Richard Dixon, Associate Director, Senior Principal Analyst,
S&P Global Mobility

10:35 **Automotive High Performance Computing Technologies for Mass Deployment of the SDV**
• Server class computing technologies for automotive
• Cloud-native development methodologies
• Functional safety and mixed criticality solutions
Robert Day, Director Automotive GTM, Arm

11:00 Q&A with speakers

11:10 Coffee Break and Networking

The Software Defined Vehicle

11:40 **Opening of the 2nd session**
Robert Day, Director Automotive GTM,
Arm

11:45 **Software-driven Transformation: Are OEMs on the right Path?**
Thomas Müller, VP and CTO,
Wipro Engineering Edge

12:10 **Changing World of an Automotive Tier-1 – From ECUs to HPC, from HW to SW**
Jerry Sumiec, Head of Performance Computers Americas,
Continental Automotive

12:35 **Software Defined Vehicle and its Engineering Evolution and Open Issues**
• Balancing a build-all (vertical integration) with a buy-all (horizontal integration) approach
• Innovation in SDV – role of unique vs. open standards
Partha Goswami, Principal,
PG Mobility Analysis (formerly GM)

13:00 Q&A with speakers

13:10 Joint Lunch and Networking

14:30 **SDV – Can Software Destroy the Vehicle?**
• New and changing use cases of Flash Memory in Automotive Systems
• OEM and Flash Memory expert view on observed behavior, identified challenges and associated risks
Bernd Niedermeier, Head of Automotive Business Development,
Tuxera

14:55 **Key Challenges in ADAS Compute Unit Platform Software – Embedded Perspective**
• Functional Safety
• System performance
Amiya Trivedi, Senior Manager ADAS Embedded SW Group,
Lucid Motors

15:20 **Transitioning to the SDV: Reusable Architectures, Standardization and Supply Chain Cooperation**
Thomas Bloor, Director of Sales,
Real-Time Innovations

15:45 Q&A with speakers

15:55 Coffee Break and Networking

16:25 **Designing an AI-first Autonomous System for Public Roads**
• Why autonomy moves toward more and more machine-learning
• How to design autonomous systems with a robust safety architecture approach
Tilo Schwarz, Vice President, Head of Autonomy,
Nuro

16:50 **Unlocking the Value of Software Defined Vehicle**
Stuart Mitchell,
Regional Solution Field Manager North America,
ETAS

Elizabeth Kao,
Director Product Management Driver Experience,
Robert Bosch

17:25 Panel discussion: „Software Defined Vehicle" – What does it mean?
Chairman:
Martin Schleicher, Head of Software Strategies, Continental
Panelists:

1 *John Wall, Senior Vice President, Head of Blackberry/QNX, Blackberry/QNX*
2 *Simon Fürst, Cooperation Manager Automated Driving, BMW Group*
3 *Elizabeth Kao, Director Product Management Driver Experience, Bosch*
4 *Mike Dosenbach, Director of Software Automotive, AWS*
5 *Jerry Sumiec, Head of High Performance Computers Americas, Continental Automotive*

18:15 **Conclusion of the first conference day by the session chairman Robert Day**

18:30 Evening Get-together with fine drinks and food!

2nd Conference Day, Wednesday, March 27, 2024

08:00 **Welcome and Opening**
Jan Rüdiger,
Head of Engineering Center Americas Realtime Computing,
Elektrobit Americas

08:10 **Key-Note: Software Defined Infotainment**
Kyle Taylor,
Infotainment Department Manager, Vehicle Software,
Hyundai Americas Technical Center

Software: From the Vehicle to the Cloud

08:40 **Disparate Times Call for Unified Solutions**
• Integration of development systems impacts safety, security, time-to-market, and overall cost
Chuck Brokish,
Director Automotive Business Development,
Green Hills Software

08:55 **Cloud Native Software Development for Automotive's Software-First Future**
Mike Dosenbach,
Director of Software Development,
Amazon Web Services

09:20 **The Key to Making the Software Defined Vehicle a Reality**
Robert Day,
Director Automotive GTM,
Arm &
Martin Schleicher,
Head of Software Strategy,
Continental

09:35 **Eclipse Software Defined Vehicle: A Successful "code first" Approach**
• What is open source SW in the automotive context?
• The Eclipse SDV Working Group approach to non-differentiating SW development
• Eclipse SDV Blueprints: a collection of real life use cases using open source components
Sara Gallian, SDV Program Manager,
Eclipse Foundation EU

10:00 **Q&A with speakers**

10:10 **Coffee Break and Networking**

10:40 **Navigating the Challenges of Linux Adoption in Automotive Systems**
• What is the true cost of free?
• Achieving quality, safety, and maintenance for the lifetime of the vehicle
Paul Kerchen, Senior Expert,
Elektrobit Automotive Americas

Compute and Networking in Future Architectures

11:05 **Opening of the last session**
John Kapinos,
Director of Sales,
Synopsys

11:10 **High Performance Compute Solutions for enabling Software Defined, Safety oriented Vehicle Experiences for all acrs – from Mainstream to Premium**
• A full stack, flexible chip-to-cloud compute and software solution for all cars
• A framework for ecosystem to deliver the total solution to market
Aish Dubey, Vice President & GM Digital High Performance Computing SOC, Renesas

11:35 **A Single Chip Implementation of Autonomous Driving**
• Implementation of an autonomous driving task in a single chip, a low power solution
Pier Paolo Porta, Director of Automotive Marketing,
Ambarella

12:00 **Automotive Chiplets**
• Why chiplets and why now
• Value of chiplets
• How to make the righthand turn
Kurt Herremans, Program Director Automotive,
imec

12:25 **Silicon Lifecycle Management. What's happening inside your ECUs and ADAS Platforms?**
• Acceleration semiconductors. Are we ready for 3nm?
• Minimizing cost and power through decreased design margins
• Challenges of a vehicle life of 24x7x365
Randy Fish, Product Line Director, SLM,
Synopsys

12:50 **Q&A with speakers**

13:00 **Joint Lunch and Networking**

14:00 **Enabling Reliable In-Vehicle Networking for SDV**
• Using DDS and TSN for Service Oriented Communication
• In-Vehicle Communication for Zonal Architectures
• Enabling Deterministic Communication for SDV with DDS
Shashank Gaur, Manager,
TTTech Auto

14:15 **Where does E/E Architecture Go?**
Andreas Hoertling, Systems Architect Expert,
Robert Bosch

14:40 **Panel discussion: „New Vehicle Architecture" – Zone based Architecture**
Chairman: *Jan Rüdiger, Head of Engineering Center Americas Realtime Computing, Elektrobit*
Panelists:

1 *Andreas Hoertling, Systems Architect Expert, Robert Bosch*
2 *Robert Day, Director, Automotive GTM Arm Inc.*
3 *Aish Dubey, Vice President & GM Digital High Performance Computing SOC, Renesas*
4 *Kyle Taylor, Infotainment Department Manager, Vehicle Software, Hyundai Americas Technical Center*

15:15 **Conclusion by the session chairman**
John Kapinos, Director of Sales, Synopsys

15:30 **End of the conference**

Members of the Advisory Board

Stefan Bürkle
Regional President,
Cross Domain
Computing,
Robert Bosch

Robert Day
Director,
Automotive
GTM Arm Inc.

Simon Fürst
Cooperation
Manager Auto-
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Alexander Lenk
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ture Leader,
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John Kapinos
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Jan Rüdiger
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Realtime Computing,
Elektrobit

Martin Schleicher
Head of Software
Strategy,
Continental

AUTOMOTIVE COMPUTING CONFERENCE US

Registration information
Tuesday March 26 and Wednesday March 27, 2024

Event location
The Henry Hotel
300 Town Center Drive Dearborn
MI 48126 Dearborn
phone: +1 313 441 2000
Room fee per night: **$ 239** plus taxes (breakfast included)
Please book via this Booking Link

https://www.marriott.com/event-reservations/reservation-link.mi?id=1683833901128&key=GRP&app=resvlink

or directly at the hotel on Automotive Computing
Conference 2024 until **March 11, 2024**

**Profit from the early bird until
January 31, 2024 and save $100**

Delegate Fee + VAT
- Early bird (until January 31, 2024) $ 1.595
- Regular fee $ 1,695
- Group discount x3 (20%) x4 (25%) p.p. (please get in contact to us!)
- OEM Early Bird (until January 31, 2024) $ 850
- OEM Standard (from January 31, 2024) $ 950
- Ordering of the presentations for download $ 300

Services included in the participation fee
- Participation in the conference
- Conference documentation
- Refreshments during the breaks
- Lunch on both conference days
- Evening event on the first conference day

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