

5<sup>th</sup> International

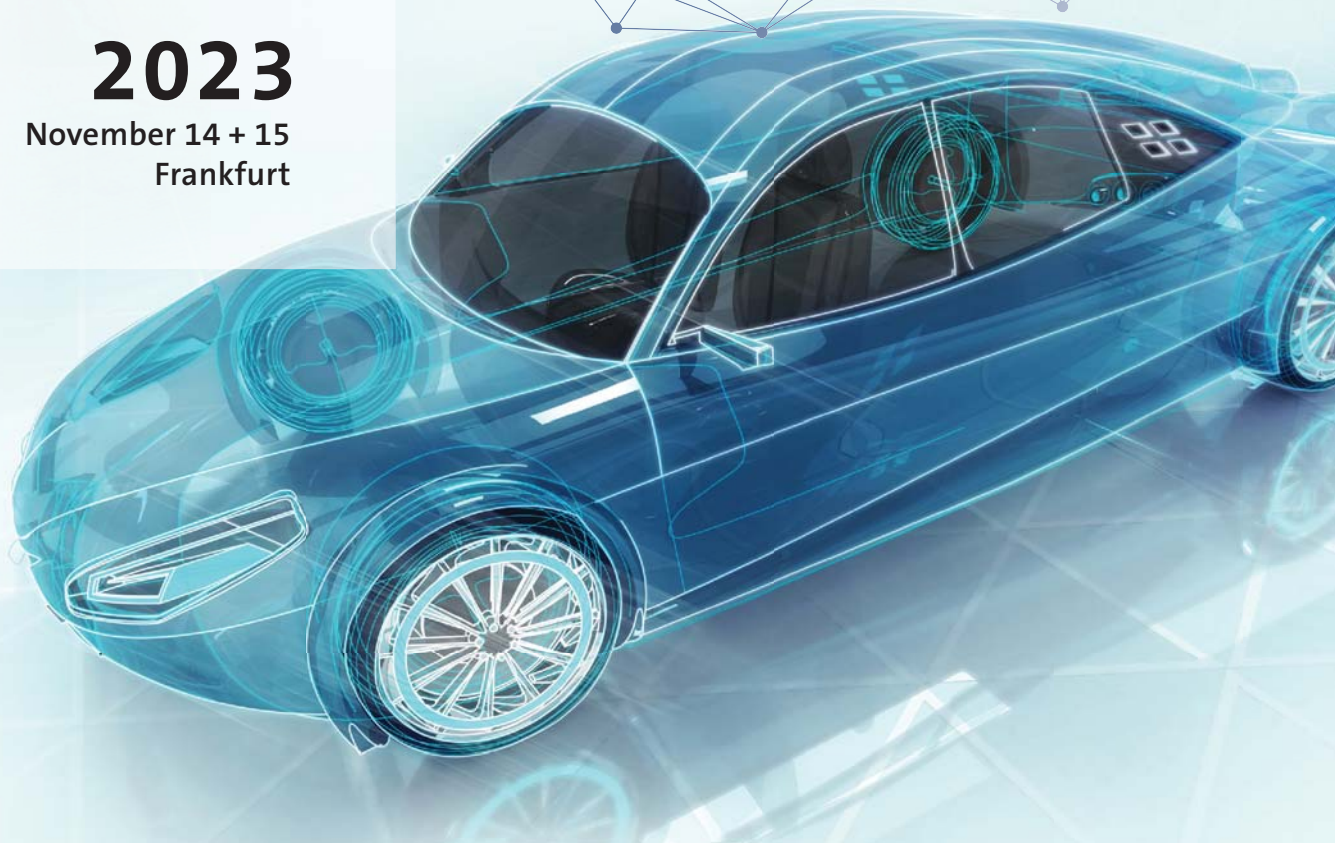
# AUTOMOTIVE COMPUTING CONFERENCE

## 2023

November 14 + 15  
Frankfurt



You can participate  
live on site or remote!



### Main Topics

- Central Computers in Software Defined Vehicles Architecture
- Latest Trends in Automotive High Performance Computing
- How does Central Compute Platforms change Technologies and Partnerships?
- Chiplet Standardization – Challenges for the Automotive Industry
- Balancing Intelligence between Zone Controllers, Central Compute and the Cloud
- Virtual Platforms and Zone Based Architecture in Automotive

### Preview of Top Speakers



Katrin Matthes  
Renault



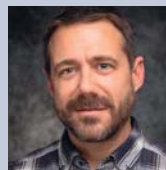
Gregor Struller  
Continental



Stefan Rinkenauer  
ZF



Ralph Schleifer  
CARIAD



Marc Solsona-Palomar  
AWS



Michael Huonker  
Mercedes-Benz AG

A conference organized by:



Founding Partners:





## 1<sup>st</sup> Conference Day, Tuesday, November 14, 2023

09:00 Reception, Check-In & Networking

09:30 Welcome and Opening



**Anne von Türckheim-Horch**,  
Project Manager,  
SV Veranstaltungen GmbH



**Martin Schleicher**,  
Head of Software Strategy,  
Continental AG

09:40 **Key-Note: Software Defined Vehicle – Transformation through Software**



**Katrin Matthes**,  
CTO Renault Software & Systems,  
Director Upstream & Technology, Renault Group

### Central/Zonal E/E Architectures and SDV

10:15 **The Role of Central Computers in Vehicle EE Architecture**



- Adoption of central computers
- Zone control as supporting architecture
- The view of central compute at Chinese OEMs

**Richard Dixon**, Associate Director,  
Senior Principal Analyst, S&P Global Mobility

10:40 **Electronics digital twins and their role in the era of SDV**



- Definition of digital twins in the automotive industry
- Chances and risks of digital twins for Automotive E/E architectures
- Why is now the time for digital twins in the era of SDV?

**Stefan Pruiskien**,  
Director, Product Management, Synopsys GmbH

11:05 **Coffee break and networking**

11:35 **Overview of Ongoing Third-Party funded Projects at National and EU Level for Future Vehicle Architectures and Promising Development Processes.**



- Current projects
- Development processes against the background of generative AI

**Gereon Hinz**, Managing Director, STTech GmbH

12:00 **Open-source, Collaboration, ASPICE, Safety - How Development for the SDV actually works**



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

12:25 **Q&A with speakers**

12:35 **Joint Lunch and Networking**

14:00 **Challenges of Qualifications of SDV Architectures in context of Timecritical Effect Chains**



- Trend of SDV architecture
- V & V of timecritical functions like ADAS considering weaknesses and strengths of test tools and sensors

**Stefan Rinkenauer**, Head of Global Account Management for System & SW Applications, ZF Group

14:25 **Cloud-Driven Advancements in Development for Automotive Embedded Systems**



- Cloud computing to enable seamless collaboration among development teams
- Cloud-based tools and services
- Scalable and Secure Infrastructure

**Justin Moon**, Senior Director, OEM Direct Engineering, BlackBerry QNX

14:50 **Q&A with speakers**

### Virtual Prototyping / Simulation

15:00 **Opening of the Second Session**



**Bernhard Rill**,  
Director Automotive Partnerships GTM EMEA,  
Arm Ltd

15:05 **Virtual Platforms in Automotive - What is the right Abstraction Level?**



- There is no single solution
- Interoperability is key

**Ralph Schleifer**,  
Head of HW/SW CoDesign & Virtual Prototypes, CARIAD SE

15:35 **Q&A with speakers**

15:45 **Coffee break and networking**

16:15 **Analysis of Dynamic Event Chains as a Key Enabler for getting Latencies and Load under Control**



**Dr. Ralf Münzenberger**,  
CEO & Co-Founder, INCHRON AG

16:40 **Seamless ADAS/AD Testing**



- A partnership approach

**Bernhard Müller-Bessler**,  
Senior Director Autonomous Simulation, Hexagon

17:05 **Key-Note: Virtualizing Electronic Control Unit (ECUs) in the Cloud**



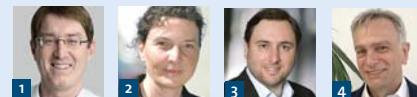
- Building blocks of vECU architecture
- Cross-organization benefits

**Marc Solsona-Palomar**,  
General Manager, Automotive Technology, AWS

17:35 **Panel: How do we find Common Ground in E/E Architecture?**



Panelists:



1 **Simon Fürst**, Cooperation Manager Automated Driving, BMW Group

2 **Katrin Matthes**, CTO Renault Software & Systems, Director Upstream & Technology, Renault Group

3 **Stefan Rinkenauer**, Head of Global Account Management for System & SW Application, ZF Group

3 **Gregor Struller**, Head of Product Line High-Performance Computer R&D, Continental Automotive GmbH

18:15 **Conclusion by the chairman**

End of the 1<sup>st</sup> conference day

18:30 **Evening Event with Networking Opportunities**



## 2<sup>nd</sup> Conference Day, Wednesday, November 15, 2023

09:00 Welcome and Opening of the 2<sup>nd</sup> conference day



**Christian Malter**,  
Senior Director Business Development,  
Synopsys

### Hardware abstraction for software-defined vehicles

09:05 **Key-Note: Changing World of an Automotive Tier1**



- From electronic control units to high-performance computer/s
- From hardware to software

**Gregor Struller**, Head of Product Line High-Performance Computer R&D, Continental Automotive GmbH

09:40 **Use of a Safe and Secure Software Platform to bridge the Conflicting Goals of the OEM and Silicon Vendors**



- Integration of specific or proprietary hardware accelerators
- Practical example of how a safe and secure software platform bridges the OEM/silicon vendors goals
- How to reduce ECUs without compromising system safety

**Arnaud Van Den Bossche**, Business Development Director, EMEA, Green Hills Software GmbH and  
**Nikola Velinov**, Senior Business Development Engineer, Green Hills Software GmbH

10:05 **Mastering the Complexity of High-Performance Computers**



- Model-based approach for designing high-performance computers as key components of modern vehicle architectures.
- Defining base and application software architecture, communication design and network topology of high-performance computers

**Marcelino Varas**, Product Area Manager, Vector Informatik GmbH

10:30 Q&A with speakers

10:40 Coffee break and networking

### Semiconductor Technologies

11:10 **A Single Chip Implementation of Autonomous Driving**



- Implementation of an autonomous driving task in a single-chip, a low-power solution

**Pier Paolo**,  
Director of Automotive Marketing, Ambarella Inc.

11:35 **Automotive Chipllets, A Pivotal Moment**



- Why automotive chipllets and why now
- Value of chipllets
- How to make the righthand turn

**Bart Placklé**,  
Vice President Automotive, imec

12:00 **The Software Defined Car Requires Flexible Hardware**



- Addressing architectural concerns of automotive compute platforms
- How to realise high integrity, flexible, scalable and secure compute platforms
- Topics covered include FuSa, emerging APIs, digital twins, chiplet technology

**Jake Kochnowicz**,  
Vice President of Product Management, Imagination Technologies

12:25 **High Performance Compute Solutions for the next decade of Automotive Designs**



- What computing solutions do we expect to see in the decade ahead
- How can the ecosystem address the road ahead to enable these solutions

**Vasanth Nanjundes Waran**,  
Senior Director Product and Strategy, Renesas Corp.

12:50 Q&A with speakers

13:00 Joint Lunch and Networking

14:00 **Opening of the Final Session**



**Dirk Diekhoff**,  
Senior Director Head of Partner Management, Elektrobit

14:05 **Software Defined Processors for SDV?**



- Software optimized abstraction of microcontroller platforms

**Thomas Lenzen**,  
Director Software Product Management, NXP Semiconductors

14:30 **Automotive Compute, A Pivotal Moment**



- Insights into the breadth of Arm IP
- How does the Software Defined Vehicle benefit from Arm IP?
- Solving big problems with Arm - deep dive into Functional Safety

**Dennis Laudick**,  
VP Automotive GTM, Arm Ltd

14:55 **SDV or „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
- Suggestions how to mitigate identified risk

**Bernd Niedermeier**,  
Head of Automotive Business Development, Tuxera Inc  
**Michael Huonker**,  
Architect Computing Platforms, Mercedes-Benz AG

15:20 Q&A with speakers

15:30 Closing words

**Dirk Diekhoff**

15:40 End of the conference



Please register online  
[www.automotive-computing-conference.com/registration](http://www.automotive-computing-conference.com/registration)



## Members of the Advisory Board



**Dirk Diekhoff**  
Senior Director  
Head of Partner  
Management,  
Elektrobit



**Alexander Lenk**  
Global Automotive  
Solutions Architecture  
Leader,  
Amazon Web Services



**Christian Malter**  
Senior Director  
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Synopsys



**Bernhard Rill**  
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**Martin Schleicher**  
Head of Software  
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Continental



**Björn Schuh**  
Head of ADAS/AD  
components,  
AUDI

5<sup>th</sup> International

# AUTOMOTIVE COMPUTING CONFERENCE



## Registration information

Tuesday November 14 and Wednesday November 15, 2023

### Event location

Hilton Frankfurt Airport  
THE SQUARE, Am Flughafen,  
60600 Frankfurt/Main - Airport (Deutschland)  
Phone: +49 (0)69 2601 2000  
frankfurtairport.events@hilton.com  
€ 229 breakfast included

For bookings in the Hilton Hotel please use the following link:  
[www.hilton.com/en/attend-my-event/hiltonfrankfurtairportsvevents/](http://www.hilton.com/en/attend-my-event/hiltonfrankfurtairportsvevents/)  
Please note that the room contingent is only available until  
**October 2, 2023**

### Alternative Accommodation

**Motel One Frankfurt-Airport**  
Colmarer Straße 2; D-60528 Frankfurt am Main  
Phone: +49 (69) 660 53 60, frankfurt-airport@motel-one.com  
€ 94,90 breakfast included  
Please book directly at the hotel with the reservation number  
„509.725.166“ and the keyword „SV Events“  
Please note that the room contingent is only available until  
**October 2, 2023**



We will offer a shuttle service from the  
Motel One Niederrad to Hilton Airport Hotel

### Delegate Fee + VAT

- Regular fee € 1,795
- Free participation in the evening event on November 14, 2023
- Virtual participation € 790
- Ordering of digital conference documentation for (available from November 16, 2023) € 310

### Services

The regular fee includes the following services (on-site):

- Participation in the conference
- Conference documentation
- Refreshments during the breaks
- Lunch on both conference days
- Get-together on November 14, 2023
- Opportunity to visit the accompanying trade exhibitor

## Sponsors



## Exhibitors



## Your contacts



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