

6th Intl.

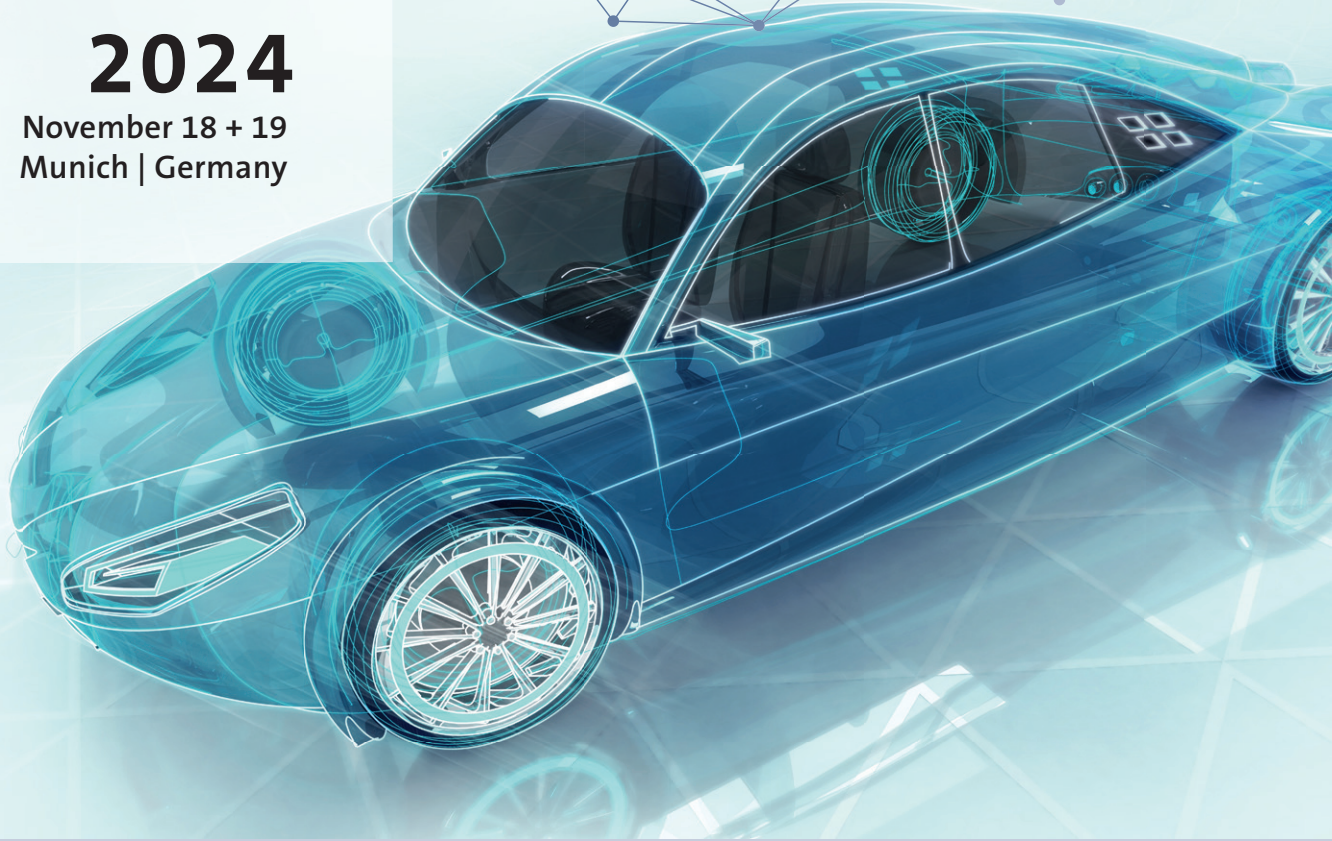
AUTOMOTIVE COMPUTING CONFERENCE

2024

November 18 + 19
Munich | Germany



You can participate
live on site or remote!



Main Topics

- Hardware Requirements for Software Defined Vehicle and Software Abstractions
- Impact of next Generation Central Compute Platforms on Technologies and Partnerships
- Hardware/Software Co-design for the Next Generation
- Automotive Computing and Chiplets Standardization
- Artificial Intelligence in the Vehicle
- Virtual Platforms and Zone Based Architectures in Automotive

Preview of Top Speakers



Frédéric Ameye
Ampere/
Renault Group



Dr. Barbara Kempkes
dSpace GmbH



Gregor Struller
Continental



Dr. Hans-Jörg Vögel
BMW



Dr. Thorsten Huck
Robert Bosch



Dr. Ericles Sousa
UCle Consortium

A conference organized by:



Founding Partners:




Monday, November 18, 2024




08:30 Reception, Check-In & Networking

09:00 **Welcome and Opening**
 **Anne von Türckheim-Horch**,
 Project Manager,
 SV Veranstaltungen GmbH


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

E/E Architectures and Zonal Architectures

09:10 **Key-Note: Centralized E/E Architectures of Tomorrow (Single System-on-Chip): how to Ensure Security & Safety of Hyperconverged SDVs?**
 **Frederic Ameye**,
 Software Technical Lead, AMPERE / Renault Group



09:45 **Central Computing in the Car: Driving the Future of Software-Defined Vehicles**

- Overview of Qualcomm's Snapdragon Ride Flex SoC

 **Thomas Dannemann**,
 Senior Director Product Marketing, Qualcomm


10:10 Q&A with speakers

10:20 Coffee break and networking

10:50 **Innovations in E/E Architecture: Exploration Behind the peak of Inflated Expectations**
 **Dr. Thorsten Huck**, Head of Competence Center
 E/E Architectures, Robert Bosch GmbH
 **Dr. Andreas Achtzehn**,
 Lead Cross-Domain Reference Architectures,
 Robert Bosch GmbH


11:15 **Zonal Architecture – Processing of the Zones**

- Flexible compute to adapt over the whole SDV lifecycle

 **Robert Leibinger**,
 Marketing Director Europe, NXP Semiconductors


11:40 **The Clash of Life Cycles**

- Short life cycle consumer technology meets long-lasting embedded computer systems
- Design of hardware, software and services

 **Jens Ohler**,
 SVP Product Strategy & Business Development, ecarx group


12:05 **Safe Deployment of Complex Software on Heterogenous SoCs for SDVs**

- Safer integration of diverse functionalities on central computes
- Reliable and predictable system behavior without increasing testing efforts

 **Shashank Gaur**,
 Manager Pre-Sales, TTTech Auto


12:30 Joint Lunch and Networking

Artificial Intelligence in the Vehicle

13:45 **Opening of the 2nd session**
 **Christian Malter**,
 Executive Director Automotive Business Development,
 Synopsys


14:15 **Key-Note: Automated Driving - Driven by AI**

- AI poses challenges in safety-relevant functions – and a major leap in demand for elaborate embedded compute power.

 **Dr. Hans-Jörg Vögel**,
 Head of Hardware-Software-Co-Design, BMW AG


14:25 **The Power of AI: Edge and On-Device Innovations**

- Key differences and synergies between AI at the edge and AI on-device in automotive applications.

 **Krunoslav Orcic**,
 Senior Director Engineering, Qualcomm

14:50 **Accelerating the Ecosystem Towards SDV**

- Evolution of SOAFEE.next for the AI-enabled SDV

 **Suraj Gajendra**,
 VP Products and Solutions Automotive Line, Arm

15:15 Coffee break and networking


15:45 **Scaling up Automated Driving Software Testing for Multiple Hardware Platforms using Cloud-Based Acceleration**

- Cloud usage for CI/CD

 **Mustafa Ali**,
 Product Director, aiMotive

16:10 **Getting ASIL for AI: A novel Approach for Perception Software**

- AI models and embedded deployment of AI

 **Stefan Milz**,
 CEO, Spleenlab GmbH

16:35 **Panel: HW/SW Co-Design for the next generation of AI enabled HPCs**


Chairman:

1 **Christian Malter**, Synopsys

Panelists:

2 **Mustafa Ali**, aiMotive3 **Suraj Gajendra**, Arm4 **Stefan Milz**, Spleenlab5 **Krunoslav Orcic**, Qualcomm6 **Dr. Hans-Jörg Vögel**, BMW AG

Chiplets – Quo Vadis?

17:05 **Key Considerations for Chiplet Based Advanced Packaging**
 **Dr. Alexander Rensink**,
 Senior Account Director, TSMC Europe B.V.

17:30 **Disaggregating Automotive Computing with Chiplets**

- Exploring chiplet technology for the next-generation of automotive system-on-chip architectures

 **Dr. Ericles Sousa**,
 SoC Architect, Automotive WG CO-Chair

17:55 Q&A with speakers & Conclusion by the chairman

18.10 Evening Event with Networking Opportunities



Tuesday, November 19, 2024

09:00 **Welcome and Opening of the 2nd conference day**



Bernhard Rill,
Director Automotive Partnerships, Arm

Virtualizing Strategies & Virtual Platforms

09:05 **Integration and Validation for SDV Architectures**



- Integration Software in the loop and hardware in the loop for SDV architectures

Dr. Barbara Kempkes,
Strategic Product Manager, dSPACE GmbH

09:30 **Increasing Adoption of Virtual Platforms and Shifting left SW Development with fast Virtual Platforms**



- Architecture native accelerated virtual platforms for maximum simulation speed
- Connecting virtual platforms for a full electronics digital twin



Nicolai Behmann,
Technical Solution Architect, Siemens and
Tapan Vikas,
Account Technology Manager, Siemens

09:55 **High-Speed, Next-Generation Virtual Prototypes for SDV**



- Delivering binary equivalence while mapping multiple architecture types to server processors
- Integration with existing cloud and on-prem flows

Bill Neifert,
SVP Partnerships, Corellium

10:20 **Q&A with speakers**

10:30 **Coffee break and networking**

11:00 **Accelerating SDV Development – Why cloud deployment and Electronics Digital Twin are essential to your deployment strategy**



- What are Electronics Digital Twins?
- Use cases and requirements
- Deployment in the clouds

Marc Serughetti,
Vice President Product Management & Application Engineering, Synopsys Inc.



Stefano Marzani,
Worldwide Tech Leader SDV, Amazon Web Services Inc.

11:25 **Digital Twin for a High-Performance-Computer (HPC) Development**



- Virtualization as a Driver for Automotive Transformation
- Application in Smart Cockpit HPC Project
- Technological Solution



Gregor Struller,
Head of Product Line HPC R&D,
Continental Automotive Technologies GmbH

Martin Kraus,
Head of Dev. Ops and Technologies HPC,
Continental Automotive Technologies GmbH

11:55 **How do you Solve a Problem like Automotive Compute?**



- Discover a solution which enables both technology and design innovation while retaining key system attributes: cost reduction, high levels of safety, reliability, availability and performance

Andrew Johnston,
Senior Functional Safety Manager, Imagination Technologies

12:10 **Q&A with speakers**

12:20 **Joint Lunch and Networking**

Collaboration

13:20 **Gear Up for Innovation: Disrupting Automotive Semiconductor with RISC-V**



- Open-Source HW for Automotive

Pedro López Estepa,
Managing Director, Quintauris

13:45 **Automotive Towards SDV – Forget about AUTOSAR?**



- Harmonizing Standards for SDV
- Collaborative Synergy: The SDV Alliance's Unified Vision for Software Defined Vehicles

Michael Niklas-Höret,
AUTOSAR Chairperson/ Strategic Partnership Manager SW Strategy, AUTOSAR GbR/ Continental AG

Safety and Cyber-/Security

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



Dirk Diekhoff,
Senior Director Head of Partner Management,
Elektrobit

14:05 **Strategies and Collaboration for Tackling Cybersecurity**



- key aspects for successful system integration
- Technology: comparison of (software) separation technologies and how they impact system security.

Arnaud Van Den Bossche,
Director Business Development,
Green Hills Software GmbH

14:30 **Has the holy Grail been Found? Using Linux for Safety-related Applications**



- Open-source software in safety-related functions
- Linux usage in safety-related applications

Huzaiifa Saadat,
Senior Product Manager, Elektrobit Automotive GmbH

14:55 **The Path towards 2030 Automotive Performance Middleware**



- What lies beyond AUTOSAR

Dr. Nico Hartmann,
CTO, Qorix.ai

15:20 **Optimizing Safe Data Transport for Advanced Automotive EE Architectures**



- Optimizing use of coherent and non-coherent NoCs
- Physically-aware NoC design
- Functionally safe NoC architectures

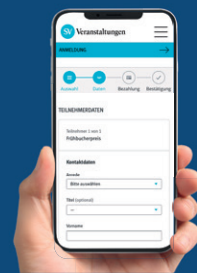
Ashley Stevens,
Director Product Management, Arteris

15:45 **Closing words**

Dirk Diekhoff

16:00 **End of the conference**

Please register online
<https://www.automotive-computing-conference.com/participation/registration/>



Members of the Advisory Board



Dirk Diekhoff
Elektrobit



Simon Fürst
BMW



Alexander Lenk
Amazon Web Services



Benjamin Petz
Mercedes-Benz



Christian Malter
Synopsys



Bernhard Rill
Arm



Martin Schleicher
Continental



Björn Schuh
independent
(formerly AUDI)

6th International

AUTOMOTIVE COMPUTING CONFERENCE



Registration information

November 18 and 19, 2024

Event location

NH Hotel Munich East

Einsteinring 20
 85609 Aschheim (near Munich)
 +49 30 2238 0233
 reservierungen@nh-hotels.com

Rooms: € 119 (breakfast included)

Please book directly at the hotel with the **reservation number 126852086** and the keyword „SV Veranstaltungen“

Delegate Fee + VAT

- Regular fee € 1,795
- Free participation in the evening event on November 18, 2024
- Ordering of digital conference documentation for (available from November 20, 2024) € 310

Services

The regular fee includes the following services:

- Participation in the conference
- Conference documentation
- Refreshments during the breaks
- Lunch on both conference days
- Get-together on November 18, 2024
- Opportunity to visit the accompanying trade exhibition

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