


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


13:50 **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

 **John Kourentis**,
 Director, Automotive Go-To-Market, EMEA, 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

 **Dr. Georg Puhlfürst**
 VP Safety & Products, 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 **John Kourentis**, Arm4 **Dr. Georg Puhlfürst**, Spleenlab GmbH5 **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

Dr. Stefan Prujsken

Director, Product Management, 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 **Joint Lunch and Networking**



Opening of the Final Session

Dirk Diekhoff,

Senior Director Head of Partner Management, Elektrobit

Collaboration

13:15 **Gear Up for Innovation: Disrupting Automotive Semiconductor with RISC-V**



- Open-Source HW for Automotive

Pedro López Estepa,

Managing Director, Quintauris

13:40 **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

14:05 **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

Isaac Trefz, Senior Product Manager,

High Performance Computing, Elektrobit

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**