Program

20th International Congress on Advances in Automotive Electronics

Forum am Schlosspark, Ludwigsburg
14 and 15 June 2016

Electrical/electronic systems are in demand

- Architectures
- Automated driving / Driver assistance system
- Automotive Cyber Security
- Electromobility
- Infotainment / connectivity
At what is now the 20th International Congress, the focus is as much on specialist subjects as it is on industry networking. Once a year, the decision-makers in the field of automotive electrical/electronic systems gather at this industry get-together in Ludwigsburg. Awaiting you are more than 20 high-calibre presentations with six keynotes focusing on the following six core areas: industry megatrends; electromobility; architectures; ADAS and automated driving; connected car – infotainment and data management; and, for the first time ever, automotive cybersecurity.

I hope you have an exciting and successful event!

Alfred Vollmer, Editor-in-Chief AUTOMOBIL-ELEKTRONIK
The 20th International Congress on Advances in Automotive Electronics is being led jointly by Christof Kellerwessel, Ford-Werke, and Dr Peter Steiner, Audi Electronics Venture. The Advisory Committee is made up of the heads of electrics/electronics from German OEMs and tier-1 suppliers. Chaired by Dr Willibert Schleuter, it has put together a highly topical and exciting program. Once again, they have together succeeded not only in creating a congress program that covers all the really important topics from the world of electrical and electronic systems but also in getting some extremely high-calibre speakers on board.
08:30 Welcome
Ingo Martin, Head of Automotive,
Süddeutscher Verlag Veranstaltungen GmbH
Alfred Vollmer, Editor-in-Chief AUTOMOBIL-ELEKTRONIK
MC
Christof Kellerwessel, Chief Engineer, Ford Werke GmbH

The Mega Trends of the Automotive and Supplier Industry

08:40 The Future of the Car – Electrics/Electronics from the Perspective of a Global Supplier
Dr Stefan Sommer, Chief Executive Officer, ZF Friedrichshafen AG

09:20 Mega Trends for Suppliers – Digitalisation as an Extension of Added Value
Professor Peter Gutzmer, Deputy CEO and Chief Technology Officer, Schaeffler AG

10:00 The Automotive Industry in a Time of (Radical) Upheaval – Opportunities, Risks, Trends, Challenges
Ricky Hudi, Head of Electrics/Electronics Development, AUDI AG

10:40 Coffee break and time for networking

Architectures

11:10 Challenges Facing the Future Electrical/Electronic Architecture in the Networked World
Dr Dirk Hoheisel, Managing Director, Robert Bosch GmbH

11:50 Caught Up in the Digitalisation Upheaval: How the Future of Electrical/Electronic Architecture is being Influenced by IT Standards
Kai Barbehön, Electrics/Electronics, Vice President Concepts, Architecture, Platform Software, Automotive Security, BMW Group

12:20 Lunch break and time for networking
## Automated Driving / Driver Assistance Systems Part 1

**01:40**  
**Seminars Enable Automated Driving**  
Dr Reinhard Ploss, Chief Executive Officer, Infineon Technologies AG

**02:20**  
**Networked Driver Assistance Systems and Automated Driving Mode in Heavy Commercial Vehicles – Maintaining a Balance between Technology and Cost-Effectiveness**  
Dr Harald Ludanek, Executive Vice President Scania CV AB, Research and Development

**02:50** Coffee break and time for networking

## Automotive Cyber Security

**03:05**  
**Automotive Cyber Security: Requirements for the OEM**  
Ralf Milke, Head of E/E Development, Vehicle Body Electronics and On-Board Power Supply Department, Volkswagen AG

**03:35**  
**How to Solve Cyber Security Problems? A Holistic Security Approach for the Automotive Sector**  
Dr Thomas Wollinger, Managing Director, ESCRYP GmbH

**04:00** Coffee break and time for networking

## Electromobility

**04:30**  
**Status of Electromobility Worldwide: Vehicles, Infrastructures, Markets and Legislators**  
Dr Wolfgang Bernhart, Automotive Partner, Roland Berger Holding GmbH

**05:00**  
**Challenges in Lithium Ion Battery Technology for Automotive Applications**  
Dr Geun-Chang Chung, Vice President, Head of Automotive Cell Development, LG Chem Ltd.

**05:30**  
**The Future of Boost Charging with 800 V**  
Otmar Bitsche, Head of Electromobility, Dr. Ing. h.c. F. Porsche AG

**06:00**  
**Cross-OEM Statement on Standardisation of the Charging Infrastructure**

**06:30**  
End of the first day of the Congress

**07:30** Industry get-together at Reithaus Ludwigsburg

**08:30** Dinner Speech: Go Hard or Go Home  
Dominik Neidhart
PROGRAM: DAY TWO  
WEDNESDAY, 15 JUNE 2016  

MC  
Dr Peter Steiner, Managing Director, Audi Electronics Venture GmbH  

Infotainment / Connected Car  

08:30 Holistic Networking:  
Better Mobility Thanks to Software  
Helmut Matschi, Executive Board member, Continental AG, Interior division  

09:10 The Connected Car at the Heart of Digital Disruption  
Alex Koster, Partner and Managing Director, PwC Strategy&  

09:40 Coffee break and time for networking  

10:10 Moving Towards the Modular Cockpit Computer  
Alfons Pfaller, Head of Infotainment Development, AUDI AG, and  
Dr Riclef Schmidt-Clausen, Managing Director of e.Solutions GmbH  

10:40 Digital Convergence:  
Driver State Detection Combines (Partially-)  
Automated Driving and CE Business Models  
Dr Ludger Laufenberg, President & CEO, Leopold Kostal GmbH & Co. KG  

11:10 Coffee break and time for networking  

Automated Driving /  
Driver Assistance Systems Part 2  

11:40 Future Architecture of Automated Driving  
Mike Thoeny, Electronics Control Europe, Managing Director,  
Delphi Electronics & Safety  

12:10 The Three Pillars of Fully Autonomous Driving  
Professor Amnon Shashua, Co-Founder and Chairman,  
Mobileye Vision Technologies Ltd  

01:10 Lunch break and time for networking
## Connected Car and Data Management

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<th>Session Title</th>
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<td>02:30</td>
<td>Open Location Based Platform</td>
<td>Christof Hellmis, Vice President Strategic Programs, CTO, HERE Berlin</td>
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<td>03:00</td>
<td>Over-the-Air Software Updates for Automobiles – What’s the Big Deal?</td>
<td>Brian Ciesinski, Director of Vehicle Software Programming Systems, General Motors</td>
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<td>03:30</td>
<td>Roll-out of Car2x services – the bridge between infrastructure and vehicle applications</td>
<td>Dr Frank Offermann, CEO Europe, TTS Traffic Technology Services Inc.</td>
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<td>04:00</td>
<td>Closing words and farewell</td>
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Industry get-together at the Reithaus
We would like to invite you to continue the day’s discussions over a range of culinary delights in the attractive ambience of the Reithaus in Ludwigsburg. Get to know people better and expand your personal network.

Dinner speech by Dominik Neidhart
Go Hard or Go Home
Impressive victories and sobering defeats: professional yachtsman Dominik Neidhart has experienced both. Swiss-born Neidhart has taken part in the America’s Cup – the world’s most prestigious and demanding yachting competition – a total of three times. In New Zealand, he celebrated an unexpected and thrilling outsider victory as part of the Alinghi team. On Alinghi, the former Swiss professional handball player and ex-medical student was the „grinder“. His duty was to operate the winches with lightning-speed reactions to ensure that the sail was properly aligned – a task that’s impossible without clear communication, discipline and strength.
ESG. Engineering in the fast lane.

As your partner for complex electronics and IT systems we are working at top speed on the automotive future. Our technological expertise and special customer focus enables us to deliver tailored and intelligent system solutions for the mobility of tomorrow. ESG is an engineering partner, process expertise provider, technology consultant and IT expert all in one.

To ensure the highest benefit for customers and excellence in execution of our projects, we have set up areas of expertise focusing on the following topics:

ADAS & Embedded Software, HMI & Infotainment, Connected Car, Training & Learning Solutions, Diagnostics, Process Management, Car IT, eMobility and Test & Integration.

Together we are putting the future on the road.

EDAG – We develop the mobility of the future

Global engineering specialists EDAG develop the vehicles and production plants of the future. As designers of the mobile future, we know that the networking of functions both inside and outside of the car is one of the most important innovation drivers. Our expertise in the development of driver assistance, comfort and safety systems is what we offer. The conceptual design and control of new cooperation models of all players in the development and validation are what define our added value. Worldwide, we have 1600 specialists working on trend setting solutions in the field of electrical/electronic product engineering. As all-round engineering specialists, we also assume the responsibility for the development of components, systems, and even complete vehicles and/or their derivatives.
**Intel Corporation**

Intel is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. We are continuing that commitment by providing the foundation technologies for the Internet of Things (IoT) and enabling innovation in new industries. Through collaboration with the industry, we are helping billions of devices securely talk to each other and share valuable information, to generate new services, improve productivity and efficiency, and speed time to market. Through our unique combination of integrated hardware, software, and services, Intel is helping turn data into action, accelerating the realization of cleaner cities, personalized healthcare, more responsive homes, and smarter factories.

Further information can be found on [intel.com/iot](http://intel.com/iot)
[intel.com/automotive](http://intel.com/automotive)

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**Mentor Automotive**

Mentor Automotive provides advanced systems engineering solutions for managing the complexity of today’s vehicle electronic system design. As the industry moves ever closer to delivering a unique car for every consumer, we help our customers in key areas, including electrical distribution, vehicle networking, infotainment, ADAS, lighting and thermal analysis.

Further information can be found on [www.mentor.com/automotive](http://www.mentor.com/automotive)
Renesas Electronics Europe

Renesas Electronics is the world’s number one supplier of microcontrollers and a premier supplier of advanced semiconductor solutions, including system-on-chip and a wide range of discrete analogue and power devices.

The Renesas Automotive Business Group addresses the specific requirements of the European automotive industry. Thanks to the combination of leading edge technologies and the company’s profound understanding of customer’s requirements, Renesas offers a wide range of microcontrollers, SOC- products and PowerMOSFETs/Analogue components. The traditionally outstanding quality of its products proves the company’s continued focus on the needs of the automotive industry.

Headquartered in Japan, Renesas Electronics has subsidiaries in 20 countries worldwide.

Socionext

Socionext is a leading provider of next-generation System-on-Chip (SoC) solutions. Created from the System LSI businesses of Fujitsu and Panasonic, Socionext started its global operations in March 2015 and has its registered office in Yokohama, Japan. In Europe, the company focuses on solutions for image processing and networks, with a special emphasis on the automotive and optical network markets. Business units with customer-specific SoC solutions for end customer and industrial applications round off the services on offer. Socionext aspires to be a truly global company and therefore locates its business units in regions that are global leaders in their fields of technology. Socionext Europe is proud that Europe has been chosen as the headquarters of its Networking SoC Business Unit – the reason for this decision is the world-class know-how of the local design teams in Braunschweig, Langen and Maidenhead. In addition, the Graphics Competence Center in Neuried, Munich – supported by the Embedded Software subsidiary in Linz, Austria – makes a significant contribution to the global graphics solution business of Socionext.

TTTech Automotive GmbH

TTTech Automotive brings networking scalability and flexibility to automotive customers. Therefore, safe communication and networking – up to SIL3/ASIL D – for systems with different safety requirements according to IEC 61508 and ISO 26262 is made possible. TTTech Automotive’s product range includes modular hardware and software solutions based on certified safety modules as well as efficient system solutions for electric and other niche vehicles. The company also develops reliable testing devices for bus systems such as FlexRay, Ethernet, MOST and CAN. Worldwide automotive companies use these solutions in commercial production programs as TTTech Automotive is working with leading companies on safety-relevant projects, increasing reliability and efficiency in automotive applications.
SPONSORING & EXHIBITION

Use the International Congress on Advances in Automotive Electronics for targeted company and product presentation.

The accompanying exhibition offers you an ideal opportunity to present your services and products to a high-caliber specialist audience, enabling you to achieve a high impact at little cost.

For more details, please contact:
Sebastian Stürzl, Sales Manager Exhibition & Sponsoring
sebastian.stuerzl@sv-veranstaltungen.de

The following companies will be available to provide you with information about their products and services at the congress:
INFORMATION ON PARTICIPATION

Date of event
Tuesday, 14 June 2016 and Wednesday, 15 June 2016

Location of event
Forum am Schlosspark, Ludwigsburg
Stuttgarter Strasse 33–35, 71638 Ludwigsburg
Phone: +49 7141 / 910 3913, fax: +49 7141 / 910 3919
www.forum.ludwigsburg.de

Industry get-together and dinner
At the Reithaus in Ludwigsburg
Tuesday, 14 June 2016, after the first day of the congress

Accommodation
Hotel Blauzeit
Friedrichstrasse 43
71636 Ludwigsburg
Germany
Phone: +49 71 41 / 64313-0, fax: +49 71 41 / 64313-100
mail@blauzeit.com, www.blauzeit.com
Preferential price: single room €125 including breakfast and VAT. The hotel is 300 metres from the event venue "Forum am Schlosspark”.

Ibis budget Ludwigsburg
Pflugfelder Strasse 18
71636 Ludwigsburg
Germany
Phone: +49 71 41 / 911 20-0, fax: +49 71 41 / 91120-100
smile@ibisbudget-ludwigsburg.com, www.ibis.com
Preferential price: single room €59 including VAT. The hotel is 1 kilometre from the event venue "Forum am Schlosspark”.

nh Hotel Ludwigsburg
Pflugfelder Strasse 36
71636 Ludwigsburg
Germany
Phone: +49 71 41 / 1509-0, fax: +49 71 41 / 1509-100
nhludwigsburg@nh-hotels.com, www.nh-hotels.de/hotel/nh-ludwigsburg
Preferential price: single room €116 including breakfast and VAT. The hotel is 1 kilometre from the event venue "Forum am Schlosspark”.

Accommodation recommendations can also be obtained from the local tourist information office:
Phone: +49 7141 / 910-2252; touristinfo@ludwigsburg.de

Please make your reservations directly at the hotel and mention "SVV". Please note that the blocks of rooms are available only until a maximum of four weeks prior to the event.
Participation fee

The participation fee for the 20th International Congress on Advances in Automotive Electronics (14 and 15 June 2016) is €1,895 plus VAT. This fee includes the following services:

○ Participation in the congress
○ Congress documentation
○ Lunch on both days of the congress
○ Industry get-together with dinner on 14 June 2016 at the Reithaus in Ludwigsburg
○ Refreshments during breaks
○ Opportunity to visit the accompanying trade exhibition

Registration

Please register using the enclosed coupon or online at www.automobil-elektronik-kongress.de. After we have received your registration, we will send you a confirmation and an invoice, which we would ask you to settle before the event begins.

In the event of cancellations received after 31 May 2016 or non-appearance, the full participation fee will be billed. However, a replacement participant can be designated. For cancellations before this date, a €150 administration fee will be charged. Cancellations and registrations must be made in writing.

The event organiser reserves the right to change the location and/or time of the whole event or individual parts of it or to alter or cancel it at short notice. Your personal data will be processed by SV Veranstaltungen GmbH (with the help of service providers where necessary) for the purposes of providing customer care services in writing (e.g. registration confirmation, information about identical or similar events).

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I wish to register (816.101.02):

- [ ] 20th International Congress on Advances in Automotive Electronics (14 and 15 June 2016) at a price of €1,895 plus VAT.
- [ ] I intend to participate in the industry get-together / evening event. (Tuesday, 14 June 2016)
- [ ] We are interested in a company presentation at the congress. Please send us a free-of-charge, no-obligation information pack.

For further information on the congress and registration:
Theresa Schneider  
Phone: +49 8191 / 125-229  
Fax: +49 8191 / 125-97229  
theresa.schneider@sv-veranstaltungen.de

Project management:  
Ingo Martin  
Head of Automotive & Industrial Technology  
ingo.martin@sv-veranstaltungen.de

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Online direct: www.automobil-elektronik-kongress.de  
or by e-mail: register@sv-veranstaltungen.de

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Please send invoice to: department, name

Legally binding authorised email address for invoice dispatch

VAT no.

Date, signature