SESSIONS
DAY 1 - 24/09/2019

ADAS & Autonomous Vehicles USA

September 24-25, 2019
The Baronette Renaissance Detroit-Novi
Novi

Registration opens

8:00am - 9:00am

Chairperson's opening remarks

9:00am - 9:10am
Session 1: Keynotes

Opening speech from the City of Detroit

9:10am - 9:15am
Session 1: Keynotes

Collaboration and partnerships- the way forward is together

9:15am - 10:15am
Session 1: Keynotes

- The roadmap to autonomy is not a lonely one. Companies are realising that there are many tech, regulatory and adoption challenges to come. These are better tackled together rather than alone. Even if this means working with a fierce competitor.
- As we see companies working together to get over the level 3, 4 and 5 hurdles there are so many different areas of development which can benefit from competitors teaming up.
- Understand the key areas which the biggest and most influential OEMs, Tier 1s and vendors are working together to share ideas and keep costs down, without sacrificing competitive edge. How can you initiate more collaboration within your business?

Networking coffee break

10:15am - 11:00am
Session 1: Keynotes

Tech presentation

11:00am - 11:20am
Session 1: Keynotes

Developing trust in ADAS and autonomy

11:20am - 12:20pm
Session 1: Keynotes

- Drivers make the most mistakes. The first step in developing trust is showing the public that autonomous technology will be safer than human drivers. This is an industry wide issue to be addressed together.
- As more ADAS features become mandated by the government, private car owners need to understand the value proposition and how to use systems effectively and safely.
- Find out what the industry is working on to build trust from drivers and lay the groundwork for the acceptance of autonomous vehicles when they hit the road.

The city of Detroit's role in supporting the development of autonomous vehicles

12:20pm - 12:40pm
Session 1: Keynotes

- The City of Detroit is the hub of automotive development and manufacturing in the USA. Learn about how the city is nurturing and developing the ecosystem as progression towards autonomy is made.
- Understand the legislative framework being developed by the city to make sure that the industry can develop at a rapid and expedited pace by collaborating and working with the state.
- Make sure you know what support is available from the state government for your automotive related business.

Networking Lunch

12:40pm - 2:00pm

Live polling session: analysts show-down

2:00pm - 2:45pm
Session 2: ADAS now- what works, how to overcome challenges

The following questions will be put to the floor in a live interactive poll. The analysts will then give their expert reactions to the audience poll. This will be followed by q and a with the chance to put the analysts on the spot with the toughest questions either in person or anonymously.

- Which OEM will be first to launch a consumer level 4 autonomous vehicle?
- Which OEM will be first to launch a consumer level 5 autonomous vehicle?
- Will autonomous vehicles succeed as personal privately-owned vehicles or are they only viable as fleet cars?
- How many years until level 5 is achieved? 5 or 50?

Tech presentation

2:45pm - 3:05pm
Session 2: ADAS now- what works, how to overcome challenges

Interview with OEM

3:05pm - 3:25pm
Session 2: ADAS now- what works, how to overcome challenges

Networking coffee break

3:25pm - 4:00pm

Strategies for overcoming all weather conditions

4:00pm - 5:15pm
Roundtable 1

- HD mapping, GPS, lidar, radar and cameras all need to work together to beat bad weather and bring autonomy to every terrain and climate.
- Learn about the latest developments in keeping the sensors clean and operating at full capacity regardless of the weather.
- Find out how important predicting the condition of the surface of the road ahead is for ensuring safe operation of the vehicle.

Edge cases- establishing reasonable coverage

4:00pm - 5:15pm
Roundtable 2

- Learn how OEMs are using edge cases to decide when it is safe to deploy a vehicle in the real world.
- Overview of edge case examples which will dictate protocols and reactions to be programmed into vehicles.
- Learn about the ways companies are working together to push the barriers of the imagination to prepare vehicles for the least expected eventualities.

Testing and virtual simulation

4:00pm - 5:15pm
Roundtable 3

- Virtual simulation is only as good as the imagination of its creators. Find out how AI is pushing the boundaries to generate edge case scenarios.
- Learn how the industry is working together to increase safety across the board using virtual simulation.
- Overcoming the challenges of modelling radar while taking into consideration electromagnetic effects.
- What can be done to reduce the amount of time required to create a virtual testing space?

Artificial intelligence and machine learning

4:00pm - 5:15pm
Roundtable 4

- Find out how deep learning and artificial intelligence can be used to reduce testing and simulation times for new ADAS technology.
- Overcoming AI system's inability to make assertive decisions on the road.
- Machine learning has the potential to expedite autonomous development through training vehicles how to navigate the road through deep learning. See how this is being applied in practice.

Data processing

4:00pm - 4:15pm
Roundtable 5

- There is unlimited scope for the amount of data gathered from systems and sensors on the car. Understand how to process this data and ensure it is as useful as possible.
- What role will the cloud play in the way in which this data is collected?
- How are processing chips developing to meet the needs of emerging autonomous technology?
- An overview of the development progress of off-board systems which are required to support level 5 autonomous vehicles.

Networking drinks reception

5:15pm - 6:15pm

SCHEDULE
DAY 1 - 24/09/2019

TIME	ROUNDTABLE 1	ROUNDTABLE 2	ROUNDTABLE 3	ROUNDTABLE 4	ROUNDTABLE 5	SESSION 1: KEYNOTES	SESSION 2: ADAS NOW- WHAT WORKS, HOW TO OVERCOME CHALLENGES
8:00AM	**8:00am** - Registration opens	**8:00am** - Registration opens	**8:00am** - Registration opens	**8:00am** - Registration opens	**8:00am** - Registration opens	**8:00am** - Registration opens	**8:00am** - Registration opens
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11:00AM						**11:00am** - Tech presentation **11:20am** - Developing trust in ADAS and autonomy	
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SESSIONS
DAY 2 - 25/09/2019

ADAS & Autonomous Vehicles USA

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Registration

8:00am - 9:00am

Chaiperson's Opening Remarks

9:00am - 9:10am

Catching ADAS up with the cell phone

9:10am - 9:50am
Session 6: UX and usability- bridging the gap between the vehicle and its occupants

- The cell phone has become instinctively intuitive for many. Understand how this inspires the development of user interfaces.
- Find out how ADAS systems are moving towards becoming more like mobile phone operating systems and how this can become a business opportunity for other parts of the ecosystem.
- With an industry which is evolving at astronomical pace, the 5-year auto design cycle presents some challenges. Does the model need to change to stop the cycle self-outdating its progress?

The evolving interior

9:50am - 10:30am
Session 6: UX and usability- bridging the gap between the vehicle and its occupants

- The level 5 autonomous vehicle will not be oriented around the driver. This leaves room for unlimited possibilities for car configurations.
- Going beyond the scope of imagination- see how next generations' UX designers see the future and what additional capabilities will be available in the next generation of vehicles.
- Infotainment doesn't have to be limited to traditional audio-visual offerings- a look at the visionary offerings which will be available in the cars of the future.

Networking coffee break

10:30am - 11:15am

AV 3.0

11:15am - 11:35am
Session 5: New paradigms of ownership and legality

- An overview of the NHTSA Automated Vehicles 3.0 legislation and what hot topics are being debated to create a regulatory framework.
- A look at how overcoming regulatory issues has unified competitors towards a common goal and fostered collaboration.
- Find out how different elements of the supply chain will be impacted by proposed and impending legislation.

The new regulatory environment and its contributing factors

11:35am - 12:25pm
Session 5: New paradigms of ownership and legality

- When the driver is removed, who is liable for the actions of the car? Will the private owner, fleet operator or mobility platform take on the liability?
- Florida has passed new legislation which doesn't require a driving licence to be registered to an autonomous car. Find out what went into passing this legislation and what it means for testing in the Sunshine State.
- A deeper look at the ethical dilemmas relating to the decision making of an autonomous vehicle and why there needs to be a unified approach from across the automotive supply chain.

Tech presentation

12:25pm - 12:45pm
Session 5: New paradigms of ownership and legality

Networking Lunch

12:45pm - 2:00pm

Sensor capability, innovation and solutions

2:00pm - 2:30pm
Session 4: interacting with people, other vehicles and surroundings

- Sensors are coming down in cost, but when will the price drop enough for mass produced individual affordable vehicles to be able to be fitted with them.
- Lidar, radar and video cameras battle it out to take centre stage on the autonomous vehicle- which OEMS favour which technology and why?
- A look at ground penetrating radar, improving beam steering and utilising point clouds to the maximum capability.

5g vs DSRC

2:30pm - 2:50pm
Session 4: interacting with people, other vehicles and surroundings

- While 5g offers a broader range of capabilities, DSRC is still quicker and more reliable- understand the pros and cons of both systems for connecting cars.
- An overview of the global adoption preferences of 5g vs DSRC. Will we see global standardisation?
- Sensors have their limitations without real time connectivity with other vehicles and their surroundings. A look at the solutions for integrating connectivity across platforms, manufacturers and individual vehicles.

Tech presentation

2:50pm - 3:10pm
Session 4: interacting with people, other vehicles and surroundings

Networking coffee break

3:10pm - 3:30pm

Cybersecurity- mitigating risk from a data and weaponization perspective

3:30pm - 4:20pm
Session 7: Security

- Understand the technology and solutions available to encrypt the data both inside the vehicle and when transferring to the cloud and how companies from across the ecosystem are teaming up to address this issue.
- A closer look at new areas of risk such as the personal information which infotainment systems will hold. How can these be protected?
- Hacking into the control systems of a vehicle can grant the intruder complete control. Find out how hackers can use bugs in the code to gain control over a vehicle.
- Encryption is not the only way to protect against these threats- learn what other precautions can be taken to ensure that autonomy remains safe.

Chairperson's closing remarks

4:20pm - 4:30pm

End of conference

4:30pm - 5:30pm

SCHEDULE
DAY 2 - 25/09/2019

TIME	SESSION 4: INTERACTING WITH PEOPLE, OTHER VEHICLES AND SURROUNDINGS	SESSION 5: NEW PARADIGMS OF OWNERSHIP AND LEGALITY	SESSION 6: UX AND USABILITY- BRIDGING THE GAP BETWEEN THE VEHICLE AND ITS OCCUPANTS	SESSION 7: SECURITY
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