

# ADAS & Autonomous Vehicles USA

September 24-25 2019

The Baronette Renaissance, Detroit-Novi, USA

<https://automotive.knect365.com/adas-autonomous-vehicles-usa/>

*Collaborating to succeed without compromising competitive edge*

*With the challenge of reaching level 5 autonomy facing the entire automotive industry, even the fiercest competitors are teaming up to share ideas, collaborate and work together to stay ahead of the game. The industry has come to see partnerships as way of thriving in a time when the challenges ahead are deep and complicated, but not insurmountable if resources, expertise and technological know-how are shared within productive frameworks.*

## CONFIRMED SPEAKERS:

1. Michael Gionfriddo, *Product Manager, Affectiva*
2. Mark Crawford, *Chief Engineer, Autonomous Driving Systems, American HAVAL Motor Technology*
3. Faye Francy, *Executive Director, Automotive ISAC*
4. Geoff Wood, *Affiliate Advisory Board Chair, Automotive ISAC*
5. Suneel Gupta, *Shareholder, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC*
6. Jennifer Dukarski, *Emerging Technology, IP and Media Litigation Attorney, Butzel Long*
7. Amit Kapoor, *Head of ADAS, Continental, North America*
8. Kelly Funkhouser, *Head of Connected & Automated Vehicle Technology Testing, Consumer Reports*
9. Scott McCormick, *President, CVTA*
10. Gloria D'Anna, *Author "SAE CyberSecurity for Commercial Vehicles", Ford Motor Company*
11. Shyamala Prayaga, *Conversational Interaction designer, Ford Motor Company*

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12. Mike Westra, *Technical Leader/Manager, Connected/In-Vehicle Embedded Security*, **Ford Motor Company**
13. David Craig, *BFO – Autonomous Driving Mapping Solutions*, **General Motors**
14. Katie Flury, *Government Consultant*, **Gray Robinson**
15. Jennifer Tisdale, *Director of Strategic Partnerships & Transportation Security Programs*, **GRIMM Cyber Research**
16. Steve Bell, *Senior Analyst, Internet of Things*, **Heavy Reading**
17. David Mitropoulos-Rundus, *Senior Engineer, User Experience, Usability and Driver Distraction*, **Hyundai-Kia America Technical Center**
18. Susan Shaw, *Senior Engineer – HMI/UX*, **Hyundai-Kia America Technical Center**
19. Mark C. Boyadjis, *Global Technology Lead- Automotive Advisory Services*, **IHS Markit**
20. Radovan Miucic, *Director, Connectivity Systems Engineering*, **Lear Corporation**
21. Paul Ajegba, *Director*, **Michigan Department of Transportation**
22. Kristie Pfosi, *Automotive Cyber Security Senior Manager*, **Mitsubishi Electric Automotive America**
23. Jason Marks, *Autonomous Vehicles Business Development Manager*, **National Instruments**
24. Alex Epstein, *Director, Transportation Safety*, **National Safety Council**
25. Sam Abuelsamid, *Principal Analyst*, **Navigant Research**
26. Mary Moore, *Strategic Marketing Director*, **SAE INTERNATIONAL**
27. David Byron, *Manager, Design + Innovation Strategy*, **Sundberg Ferar**
28. Rini Sherony, *Sr. Principal Engineer Collaborative Safety Research Center*, **Toyota Motor North America, Research & Development**
29. John K. Lenneman, *Senior Research Scientist*, **Toyota Collaborative Safety Research Center**
30. Mo Poorsartep, *Manager-Advanced Engineering*, **Valeo North America**
31. Dave Zoia, *Director of Research*, **Wards Intelligence**
32. Matt Jones, *Chief Systems Architect*, **Wind River Systems, Product Marketing Lead, GENIVI Alliance**

Pre-Event Day: Monday September 23 2019	
14:30 – 17:30	<p><b>Visit to the American Center for Mobility</b></p> <p>Join us for a visit to the American Center for Mobility – a 500 acre site with multiple test environments, located adjacent to the historic Willow Run Airport. ACM operates as a global center for testing and validation, education, product and standards development related to connected and automated vehicles. The facility is open to private industry, government, standards bodies, and academia.</p> <p>For more information about how to register, please visit <a href="#">our website</a>.</p>
18:00 – 19:00	<p><b>Informal drinks and pre-event networking</b></p> <p>Are you arriving the night before our first day? If so, join some of the TU-Automotive team, delegates, sponsors and speakers for informal drinks in the hotel bar at the Baronette Renaissance Detroit-Novu.</p>

Day One: Tuesday September 24 2019	
8:30am – 9:30am	<b>Registration, networking and coffee</b>
<b>KEYNOTE PLENARY SESSIONS</b>	
9:30am – 9:40am	<p><b>Chairperson’s opening remarks</b> Scott McCormick, <i>President, CVTA</i></p>
9:40am – 9:50am	<p><b>Welcome from the Michigan Department of Transportation</b> Paul Ajegba, <i>Director, Michigan Department of Transportation</i></p>
9:50am – 10:20am	<p><b>The Impact of Autonomous Vehicles in Michigan</b></p> <ul style="list-style-type: none"> <li>• An overview of Michigan’s legislation – where are we now?</li> <li>• What is the latest research taking place in Michigan telling the state about the future of autonomous vehicles?</li> <li>• From Research to Roadways – understanding the opportunities for connectivity and mobility on Michigan’s roads</li> </ul> <p>Paul Ajegba, <i>Director, Michigan Department of Transportation</i></p>
10:20am- 11:20am	<b>Panel Discussion: Collaboration and partnerships - the way forward is together</b>

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	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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?</li> </ul> <p><b>Moderator:</b> Sam Abuelsamid, <i>Principal Analyst, Navigant Research</i></p> <p><b>Panelists:</b>  Mark Crawford, <i>Chief Engineer, Autonomous Driving Systems, American HAVAL Motor Technology</i>  Scott McCormick, <i>President, CVTA</i>  Mo Poorsartep, <i>Manager-Advanced Engineering, Valeo North America</i></p>
11:20am – 12:00pm	<b>Networking coffee break and exhibition visit</b>
12:00pm – 1:00pm	<p><b>Panel Discussion: Developing trust in ADAS and autonomy</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Moderator:</b> Mary Moore, <i>Strategic Marketing Director, SAE INTERNATIONAL</i></p> <p><b>Panelists:</b>  Michael Gionfriddo, <i>Product Manager, Affectiva</i>  Amit Kapoor, <i>Head of ADAS, Continental, North America</i>  Kelly Funkhouser, <i>Head of Connected &amp; Automated Vehicle Technology Testing, Consumer Reports</i>  John K. Lenneman, <i>Senior Research Scientist, Toyota Collaborative Safety Research Center</i></p>
1:00pm – 2:00pm	<b>Networking lunch, exhibition visit and vehicle demonstrations</b>

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	<p><b>Live Vehicle Demonstrations – sponsored by Renesas</b>  Renesas will be showcasing their Perception Quick Start Software in both a Cadillac and Lincoln Demonstration Vehicles right outside the venue. Renesas will be offering live demonstrations all day, feel free to go out anytime. (Head to reception for directions)</p>
<b>THE ROADMAP TO AUTONOMY</b>	
	<p><b>Chairperson</b>  Faye Francy, <i>Executive Director, Automotive ISAC</i></p>
2:00pm – 2:45pm	<p><b>Live polling session: The Analyst Show Down</b>  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, followed by Q&amp;A – take the chance to put the analysts on the spot with the toughest questions, either in person or anonymously!</p> <ul style="list-style-type: none"> <li>• Which OEM will be first to launch a consumer level 4 autonomous vehicle?</li> <li>• Which OEM will be first to launch a consumer level 5 autonomous vehicle?</li> <li>• Will autonomous vehicles succeed as personal privately-owned vehicles or are they only viable as fleet cars?</li> <li>• How many years until level 5 is achieved? 5 or 50?</li> </ul> <p><b>Moderator:</b> Dave Zoia, <i>Director of Research, Wards Intelligence</i>  <b>Analysts:</b>  Steve Bell, <i>Senior Analyst, Internet of Things, Heavy Reading</i>  Sam Abuelsamid, <i>Principal Analyst, Navigant Research</i></p>
2:45pm – 3:15pm	<p><b>Interview with an Automaker – General Motors</b>  <b>Interviewer:</b> Steve Bell, <i>Senior Analyst, Internet of Things, Heavy Reading</i>  <b>Interviewee:</b> David Craig, <i>BFO – Autonomous Driving Mapping Solutions, General Motors</i></p>
3:15pm – 4:00pm	<p><b>Networking coffee break and exhibition visit</b></p>
<b>STRATEGIES FOR GETTING TO LEVEL 5</b>	
4:00pm – 5:00pm	<p><b>INTERACTIVE SESSIONS: Roundtable Sessions, Vehicle Visits and Speed Networking</b>  This section of the day is specifically designed to allow you to network with your colleagues while continuing to learn interactively.  There are roundtables, speed networking and live vehicle demonstrations to chose from, so get involved!</p>
<p><b>Live Vehicle Demonstrations – sponsored by Renesas</b></p>	

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<p><b>Speed Networking</b> – Speed networking will take place in the networking and exhibition area and presents the perfect opportunity to make sure you come away from the conference with business cards and conversations to follow up on.</p>	
<p><b>Roundtable 1: Data processing</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• What role will the cloud play in the way in which this data is collected?</li> <li>• How are processing chips developing to meet the needs of emerging autonomous technology?</li> <li>• An overview of the development progress of off-board systems which are required to support the development of autonomous vehicles.</li> </ul> <p><b>Roundtable leader:</b> Rini Sherony, <i>Sr. Principal Engineer Collaborative Safety Research Center, Toyota Motor North America, Research &amp; Development</i></p>	
<p><b>Roundtable 2 - NetApp</b></p>	
<p><b>Roundtable 3 – Bringing next generation personal experience in entertainment services for Autonomous Vehicles</b></p>	
<p><b>Roundtable 4</b></p>	
5:00pm – 5:10pm	<p><b>Chairperson’s closing remarks</b> Faye Francy, <i>Executive Director, Automotive ISAC</i></p>
5:10pm – 6:10pm	<p><b>Networking Drinks Reception</b></p>
6:10pm	<p><b>End of Day 1</b></p>

<p><b>Day Two: Wednesday September 25 2019</b></p>	
8:30am – 9:30am	<p><b>Registration, networking and coffee</b></p>
<p><b>UX AND USABILITY – BRIDGING THE GAP BETWEEN THE VEHICLE AND ITS OCCUPANTS</b></p>	
9:30am – 9:40am	<p><b>Chairperson’s opening remarks</b> <b>Prototype to Production - what the real world cares about</b> <i>Prototyping a system almost seems quick and easy compared to productising it for the real world. In this session we discuss how you can ensure the safety and security of the systems in a world with emerging legislation, as well as options for iterating</i></p>

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	<p><i>towards the perfect customer experience.</i></p> <p>Matt Jones, <i>Chief Systems Architect, Wind River Systems, Product Marketing Lead, GENIVI Alliance</i></p>
9:40am – 10:10am	<p><b>Using UX design to increase ADAS safety</b></p> <ul style="list-style-type: none"> <li>• Many drivers may be aware of the ADAS features they have, but they may still not have an adequate understanding of what they do or how they work</li> <li>• The implementation of ADAS features varies vastly across OEMs, and these differences may affect their discoverability and usability</li> <li>• Come to learn how Iterative Design and Usability Testing can help ensure a safe, understandable, and usable final product</li> </ul> <p>David Mitropoulos-Rundus, <i>Senior Engineer, User Experience, Usability and Driver Distraction, Hyundai-Kia America Technical Center</i></p> <p>Susan Shaw, <i>Senior Engineer – HMI/UX, Hyundai-Kia America Technical Center</i></p>
10:10am – 10:30am	<p><b>Panel Discussion: UX</b></p> <ul style="list-style-type: none"> <li>- How and why we can, as an industry, design standard interfaces for ADAS systems</li> <li>- What technologies can be used to help provide a consistent, contextual and proactive ADAS UX</li> <li>- The challenges in bringing these solutions to market in the near-term, and how we might overcome them</li> </ul> <p><b>Moderator:</b> Mark C. Boyadjis, <i>Global Technology Lead- Automotive Advisory Services, IHS Markit</i></p> <p><b>Panelists:</b></p> <p>Michael Gionfriddo, <i>Product Manager, Affectiva</i></p> <p>Shyamala Prayaga, <i>Conversational Interaction designer, Ford Motor Company</i></p> <p>Susan Shaw, <i>Senior Engineer – HMI/UX, Hyundai-Kia America Technical Center</i></p>
10:30am – 11:00am	<p><b>Networking coffee break &amp; exhibition visit</b></p>

11:00am – 11:45am	<p><b>The evolving interior</b></p> <ul style="list-style-type: none"> <li>• The level 5 autonomous vehicle will not be oriented around the driver. This leaves room for unlimited possibilities for car configurations.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p>Mark C. Boyadjis, <i>Global Technology Lead- Automotive Advisory Services, IHS Markit</i> David Byron, <i>Manager, Design + Innovation Strategy, Sundberg Ferar</i></p>
<b>NEW PARADIGMS OF OWNERSHIP AND LEGALITY</b>	
11:45am – 12:15pm	<p><b>Improving Public Perception through Better Perception Testing</b></p> <ul style="list-style-type: none"> <li>• Overview of techniques AV/ADAS companies use for validation of their perception systems; covering simulation, vehicle recording and data playback, and Hardware-in-the-Loop (HIL) testing</li> <li>• Discussion on various challenges for testing non-heuristic perception algorithms, and how if done correctly can ultimately improve the public perception of the safety and reliability of autonomous vehicles</li> <li>• Introduction of a unified test architecture for perception systems</li> </ul> <p>Jason Marks, <i>Autonomous Vehicles Business Development Manager, National Instruments</i></p>
12:15pm – 1:15pm	<p><b>Networking lunch and exhibition visit</b></p> <p><b>Live Vehicle Demonstrations – sponsored by Renesas</b></p> <p>Renesas will be showcasing their Perception Quick Start Software in both a Cadillac and Lincoln Demonstration Vehicles right outside the venue. Renesas will be offering live demonstrations all day, feel free to go out anytime. (Head to reception for directions)</p>
1:15pm – 2:15pm	<p><b>Panel Discussion: The new regulatory environment and its contributing factors</b></p> <ul style="list-style-type: none"> <li>• 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?</li> <li>• 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.</li> <li>• 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.</li> </ul>



	<p><b>Moderator:</b> Matt Jones, <i>Chief Systems Architect, Wind River Systems, Product Marketing Lead, GENIVI Alliance</i></p> <p><b>Panelists:</b>  Suneel Gupta, <i>Shareholder, Baker, Donelson, Bearman, Caldwell &amp; Berkowitz, PC</i>  Jennifer Dukarski, <i>Emerging Technology, IP and Media Litigation Attorney, Butzel Long</i>  Katie Flury, <i>Government Consultant, Gray Robinson</i>  Jennifer Tisdale, <i>Director of Strategic Partnerships &amp; Transportation Security Programs, GRIMM Cyber Research</i></p>
2:15pm – 2:45pm	<p><b>AV 3.0</b></p> <ul style="list-style-type: none"> <li>• An overview of the NHTSA Automated Vehicles 3.0 legislation and what hot topics are being debated to create a regulatory framework.</li> <li>• A look at how overcoming regulatory issues has unified competitors towards a common goal and fostered collaboration.</li> <li>• Find out how different elements of the supply chain will be impacted by proposed and impending legislation.</li> </ul> <p>Suneel Gupta, <i>Shareholder, Baker, Donelson, Bearman, Caldwell &amp; Berkowitz, PC</i></p>
2:40pm – 3:10pm	<b>Networking coffee break &amp; exhibition visit</b>
<b>SECURITY</b>	
3:10pm – 4:10pm	<p><b>Panel Discussion: Cybersecurity- mitigating risk from a data and weaponization perspective</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• A closer look at new areas of risk such as the personal information which infotainment systems will hold. How can these be protected?</li> <li>• 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.</li> <li>• Encryption is not the only way to protect against these threats- learn what other precautions can be taken to ensure that autonomy remains safe.</li> </ul> <p><b>Moderator:</b> Faye Francy, <i>Executive Director, Automotive ISAC</i></p> <p><b>Panelists:</b>  Geoff Wood, <i>Affiliate Advisory Board Chair, Automotive ISAC</i>  Kristie Pfosi, <i>Automotive Cyber Security Senior Manager, Mitsubishi Electric Automotive America</i></p>

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	<p>Gloria D'Anna, <i>Author "SAE CyberSecurity for Commercial Vehicles", Ford Motor Company</i>  Mike Westra, <i>Technical Leader/Manager, Connected/In-Vehicle Embedded Security, Ford Motor Company</i></p>
<b>INTERACTING WITH PEOPLE, OTHER VEHICLES AND SURROUNDINGS</b>	
4:10pm – 4:40pm	<p><b>V2X: Cellular vs DSRC</b></p> <ul style="list-style-type: none"> <li>Cellular based V2X is newer and promising more capability, DSRC is older but more tested and better understood. Overview the pros and cons of both systems for connecting cars.</li> <li>Discussion of adoption preferences of LTE-V vs DSRC.</li> <li>Sharing sensor information between vehicles increases awareness and has great potential for safety benefits.</li> </ul> <p>Radovan Miucic, <i>Director, Connectivity Systems Engineering, Lear Corporation</i></p>
4:40pm – 4:50pm	<p><b>Chairperson's closing remarks</b></p> <p>Matt Jones, <i>Chief Systems Architect, Wind River Systems, Product Marketing Lead, GENIVI Alliance</i></p>
4:50pm	<b>End of Conference</b>