DELIVERING AND DEPLOYING SAFE AUTONOMOUS VEHICLES THAT MEET THE FUTURE DEMANDS OF MOBILITY

EVENT OVERVIEW
COVID-19 has disrupted our supply chains and accelerating the need to deploy contactless Autonomous Vehicles. Learn how to advance safety and automation to meet new demands. Our distinguished speaker faculty comprises of safety, autonomous, and design leaders that will guide you through the ins and outs of the industry. We have technical sessions ranging from connectivity to simulation to panels to discuss industry roadmaps and advancing testing and prototyping.

ABOUT OUR LEARNING FORMATS

WEBINAR
Our webinars our 30 minute sessions that provide you with the most up to trends and best practices from industry thought leaders and influencers. With case studies, panel discussions, fireside chats, and exciting new formats, there are many opportunities for you to elevate your brand, support industry growth and get your message out there. Do not forget to participate in our live Q&A.

DIGITAL ROUND TABLE
Digital Round Tables are virtual discussions that we host on a video chat platform to provide virtual networking. This intimate discussion will give you face-time with industry executives to explore shared challenges, advance your professional development and a platform to spark new ideas and foster collaboration. Now, more than ever, it is vitally important to share current problems and collectively discuss innovative solutions and best practices.

FIRESIDE CHAT
In our fireside chat, an industry thought leader will “chat” with our distinguished speaker guest(s). This format is similar to an interview or talk show and allows the audience to hear engaging content delivered in a fun interactive format.
11:00 AM ET  PREMIUM CONTENT  FIRESID CHAT: PERSONALIZING HMI INTERACTION IN ADAS TO IMPROVE CONSUMER ACCEPTANCE

Tobias Franz, Design Release Engineer - Audio and Antenna Systems, Faraday Future

11:30 AM ET  PREMIUM CONTENT  LIVE DATA COLLECTION TO ENHANCE SIMULATION PRACTICES FOR TESTING & VALIDATION

Yong Sun, Supervisor, Powertrain & Vehicle R&D, Isuzu

12:00 PM ET  PREMIUM CONTENT  PANEL: BRIDGING FIRST-LAST MILE GAP W/ INTEROPERABILITY TO ADVANCE SMART CITIES

- Looking at the challenges to interoperability, examples of progress and remaining concerns
- Pioneering new ways to fund smart cities and identifying practical approaches to advance open urban environments
- Developing a roadmap to move from vertical solutions to horizontal integration to bridge first-last mile transit gap

Edwin Olson, CEO & Co-Founder, May Mobility | Albert Huang, Chief Technology Officer, Optimus Ride | Pamela Cohn, Chief Operating Officer, Hyundai Urban Mobility | Michelle Boehm, Former Director of Transportation, City of Los Angeles, Office of the Mayor

12:30 PM ET  LEVERAGING SIMULATION TO CONTINUE THE DEVELOPMENT OF AV DURING A PANDEMIC

Now that social distancing is the new normal, simulation is fundamental to the continued development of automated driving systems. In addition to open-source code and protocols, open digital assets (urban layouts, buildings, vehicles) are just as critical as the support of flexible specification of sensor suites, environmental conditions, and maps generation to enable test engineers to generate test scenarios and validate the safety of AV technology. Learn how open source simulation can bridge innovation gap while AV fleets remain grounded during shelter-in-place order:

- How to overcoming perception barriers and build a rich live environment
- Best practices to construct scenarios informed by real-world driving data to reduce the cost of AV perception software testing
- Synthesizing realistic sensor data to train machine learning models to improve perception, prediction, and motion planning capabilities

1:00 PM ET  EXPLORING GUIDELINES AND EVOLVING STANDARDS FOR DNN TESTING

- Looking at DNN Testing methodologies used as a systematic testing tool to automatically detect erroneous behavior.
- What are some of the verification and validation techniques that OEMs need to employ, from the SOTIF point of view?

Ramesh Shari, R&D Technical Fellow, General Motors

1:30 PM ET  DEFINING “INTENDED FUNCTION”: HOW SAFE IS SAFE ENOUGH?

- What level of safety is realistic, and how does this compare against what the public thinks is acceptable?
- How will the decided level of safety impact the operational design domain?

Gary Streelman, Director Advanced Engineering & New Concepts, Marelli Electronic Systems

2:00 PM ET  BUILDING SMART & CONNECTED CITIES WITH CLOUD COMPUTING SOLUTIONS

- Looking at cloud computing solutions that enable cities to scale their limited resources and reduce the total cost of ownership (TCO) for smart city solutions
- Determining how to efficiently optimize collected data to securely design safe and effective public transport systems, integrated with Mobility-as-a-Service (MaaS) to tackle traffic congestion and improve land usage in urban corridors
- Building cloud sustainable digital and physical infrastructure to support innovative mobility solutions

2:30 PM ET  ARCHITECTING AND ASSESSING MINIMAL RISK CONDITIONS IN HIGHER AUTOMATION AUTOMOTIVE FEATURES

- Selection criteria for minimal risk conditions, including domain-based techniques
- Assessing residual capability: How are you evaluate that residual capability is adequate to meet minimal risk condition
- Managing passenger initiated emergency stop requests
- Verification and Validation considerations

Hsing-Hua Fan, AV System Safety Engineer, General Motors | Krzysztof Pennar, System Safety Engineer, Autonomous Vehicle, General Motors

3:00 PM ET  PANEL: SAFELY ADVANCING SIMULATION PRACTICES, PUSHING TO ADVANCE STANDARDIZED REGULATION

- Current standards that the industry is “measuring” itself against, where are the potential weak points that could have a knock-on effect to the consumer?
- Developments in industry regulation of autonomous vehicles.
- What is the optimal level of safety that we should be aiming for?

Barbara Wendling, Principal Engineer - Automated Driving, Mercedes-Benz Research & Develop America | Maria Meijenburg, Functional Safety Engineer, Aptiv | Tony Gioutsos, Industry Advisory Board, Standards Committee, American Center for Mobility & Director Portfolio Development Autonomous Vehicles, Americas, Siemens

3:30 PM ET  INVITE-ONLY LEADERSHIP EXCHANGE

Please email the Program Director to learn how you can join this exchange.

4:00 PM ET  VIRTUAL NETWORKING

Continue the discussion with peers over a "Quarantini" and connect with industry leaders over an afternoon drink!
11:00 AM ET

**PREMIUM CONTENT**  WHITEPAPER REVIEW SAFETY FIRST FOR AUTOMATED DRIVING

- Examine systematically dependable systems to support safety by design
- How cybersecurity and safety engineering counterparts should work together to achieve optimal levels of safety

Michael O’Brien, Lead Process Engineer, HERE Technologies

11:30 AM ET

**PREMIUM CONTENT**  PANEL: ‘ALEXA, CREATE SOME AMBIANCE’

- An overview of trends and new needs in interior design
- Creating a shared mobility experience while conquering personalization
- Understanding the customer and the time it takes to service those needs when it comes to seating

Patrick Davis, Core Comfort Attribute Engineer, Ford

12:00 PM ET

**PREMIUM CONTENT**  PANEL: PERSONALIZING THE VEHICLE OF THE FUTURE

- How intuitive and interactive will passenger experience evolve with the coming of autonomous vehicles?
- Looking at embedded integral sensors to detect occupant position, movement, and physiological state to personalize the in-cabin experience
- Deploying next-gen AI-powered driver monitoring technology and interior sensing to improve comfort and fleet safety for multi-use cases in urban and suburban landscapes

Riccardo Giraldi, Senior Director – Experience, Zoox | Thomas Hagen, Advanced Senior HMI Engineer, FCA | Moderator: P.S. Sriraj, Director, Urban Transportation Center, University of Illinois at Chicago

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1:00 PM ET

**FIRESIDE CHAT:** CULTIVATING ROBOTICS AND AI FOR SUSTAINABLE AGRICULTURE

- Assessing technology gaps for self-driving tractors and fundamental approach to inaugurate the use of machine learning systems in the farming process
- Looking at cost reduction potential for various farm sizes and how AI can accelerate the adoption of smart farming

Zack James, Founder & CEO, Rabbit Tractors

1:30 PM ET

**SAFE DESIGN CONSIDERATIONS FOR DNN**

- Look at the development steps of DNNs including Define, Specify, Develop and Evaluate, and Deploy and Monitor from a functional safety perspective
- Discussing what safety artifacts are needed to set up the safety case
- Levering an object detection DNN from a camera image as an example to illustrate the guidelines

Dalong Li, Driving Engineer, FCA

2:00 PM ET

**INTEGRATING AI & DEEP LEARNING TO CREATE SOCIAL VALUE ORIENTATION (SVO) & IMPROVE PERFORMANCE**

- Leveraging imitation learning to expand end-to-end scenarios and enhance decision-making with AI to teach AV how to approach a more egoistic driver vs. a prosocial one
- Incorporating Social Value Orientation (SVO) to quantify and predict the social behavior of other drivers and to react in a predictive manner

Amitai Bin-Nun, Senior Research Scientist, Aptiv

2:30 PM ET

**FIRESIDE CHAT:** ADVANCING FEATURES THAT MEET YOUR CUSTOMER NEEDS

- Examining the interfaces between interior engineering and designs to change the in-cabin experience
- Learn how to get the customer’s feedback so you can leverage it for product development and design

Heramb Dandekar, Global UX/HMI - Interaction Architecture Strategy, Ford

3:30 PM ET

END OF DIGITAL SUMMIT

See you at Autonomous Vehicles Silicon Valley in 2021!
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**FIRESIDE CHAT: INNOVATING INTERIOR CABIN AND DEFINING THE FUTURE OF UX**
- Learning from a case study about transforming your cockpit designs
- Examining usability among voice activation, touchless, and gesture controls
- Overcoming the challenges in integrating emerging technology

Ken Mayer, Supervisor, Human Factors and Interaction Design, **Ford** | Royce Channey, Global Design Director, Harman International | Moderator: Juan Antonio Islas-Munoz, Head of Transportation Design, **University of Cincinnati**

### 1:30 PM ET

**PANEL: TRANSFORMING IN-CABIN EXPERIENCE TO IMPROVE PASSENGER EXPERIENCE**
- Challenging the shift of vehicle ownership to establish new revenue streams and defining what seat mobility means for autonomous and ride-sharing vehicles
- Looking at design and materials that promote comfort while advancing biometrics to enhance experience
- Identifying new trends in interiors design to meet customer evolving needs

Carla Bailo, President, **Center for Automotive Research** | Missy Pereny, Global Director - Foam & Comfort Engineering, **Lear Corporation**

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### 3:00 PM ET

**END OF DIGITAL SUMMIT**

See you at Autonomous Vehicles Silicon Valley in 2021!
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- CHAIRMAN POSITION
- AND MORE!

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5 REASONS THE EVENT CAN BENEFIT YOU!

1. GENERATE NEW LEADS
2. VIRTUALLY DEMONSTRATE YOUR SOLUTIONS
3. THOUGHT LEADERSHIP
4. BROKER NEW BUSINESS PARTNERSHIPS
5. BRAND AWARENESS

SET UP A MEETING WITH US

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