International VDI Conference 2017

Digital Infrastructure & Automotive Mobility

July 5–6, 2017, Berlin, Germany

- The automotive Industry, Digitization and the Opportunities for a new Business
- The automotive Requirements on Connectivity
- Status Quo of digital Infrastructure Expansion and Standardization
- Short and long range Communication: The Options of 5G, LTE and IEEE802.11p
- Backend Communication: The Challenges for IT-Security and Data Processing

+ International VDI Workshop
+ 5 World Cafés
+ Panel Discussion

Meet experts from the following companies:

An event organized by VDI Wissensforum GmbH
www.vdi-international.com/digitalinfrastructure

Includes free entrance to the ConCarExpo 2017!
Who shall attend the International Conference Digital Infrastructure & Automotive Mobility?

The conference addresses a target audience made up of international experts with an automotive, IT or telecommunication background. In particular, it is aimed at those experts, project and department heads as well as representatives from medium-tier and senior management who are involved in the following fields of work:

- Business Development
- Product Management
- Marketing
- Electronics
- Software Development
- Driver Information Systems
- Driver Assistance Systems
- Automated Driving
- Connectivity
- Communications Engineering
- IT-Architecture
- IT-Security

Explore the connected automotive Ecosystem

The “Digital Infrastructure & Automotive Mobility” is part of the ConCarExpo – The leading International Trade Fair for Connected Car & Mobility Solutions in Europe. The ConCarExpo unites four technical conferences, a huge range of international exhibitors, innovative start-up pitches and excellent networking opportunities in the connected automotive ecosystem.

Visit four parallel running conferences with one ticket

1st International VDI Conference
Digital Infrastructure & Automotive Mobility

4th International VDI Conference
HMI & Connectivity

4th International VDI Conference
Automated Driving

3rd International VDI Conference
IT Security for Vehicles

Your benefits:

- 4 for 1
  Four high class technical international conferences with one ticket

- + 100 International exhibitors
  at ConCarExpo

- + 100 Speeches
  at the four conferences and on the exhibition floor

- Over 500 Attendees
  at the conferences and 1500 Trade Fair Visitors

- Networking Hotspots
  Huge evening reception, roundtables, workshops, world cafés

- + 20% International OEM Delegates

- Car Pavilion and User Experiences

- 16 Start up-Pitches
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Role</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration &amp; welcome coffee</td>
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<tr>
<td>09:30</td>
<td>Opening Speech ConCarExpo at the ConCar Forum Stage:</td>
<td>Johannes Jungwirth, Chief Digital Officer, Volkswagen AG, Germany</td>
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<td></td>
<td>Autonomous Driving, Digital Infrastructure &amp; Mobility Solutions as Key Drivers for the Automotive Industry</td>
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<td>10:00</td>
<td>Chair’s welcome and opening address</td>
<td>Andreas Mai, Angel Investor, Board Member, Advisor, Michigan, USA</td>
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<td>10:15</td>
<td>The OEM Future Mobility Dilemma: More Opportunities – Less Profit?</td>
<td>Dr. Bernd G. Abraham, Chief Executive Officer, bizruptor corporation (a company of erkönig Holding GmbH), USA; co-authors: Sebastian Niehoff, Business Unit Director, erkönig GmbH, Florian Holste, Managing Director, Autonatic GmbH, all: Germany</td>
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<tr>
<td>10:45</td>
<td>From Nightmares to good Drive’s sleep – Understanding the autonomous Customer</td>
<td>Katrin Merfeld M.Sc., Research Assistant, Marketing, EBS University for Business and Law, Germany</td>
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<td>11:15</td>
<td>Urban Mobility redefined – Introducing the new Business Models?</td>
<td>Shwetha Surender MBA, Industry Principle, Frost &amp; Sullivan, United Kingdom</td>
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<td>11:45</td>
<td>Networking &amp; coffee break</td>
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<tr>
<td>12:15</td>
<td>Digitization of the automotive Branch: The connected Car</td>
<td>Gerhard Stanzl, Head of Department, Audi Electronics Venture GmbH, Germany</td>
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<td></td>
<td>• The vehicle is a mobile data pool</td>
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<td>• Car-to-x enables swarm intelligence - The sharing and use of complex information within the Audi fleet</td>
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<td>• Audi is networking vehicles with the infrastructure for the smart city of tomorrow</td>
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<td>12:45</td>
<td>V2X Opportunities and Challenges</td>
<td>Dipl.-Ing. Martin Albrink, Sales Manager, 7layers GmbH, Germany</td>
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<td></td>
<td>• Various V2X connectivity systems available</td>
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<td>• Essential V2X use cases: Security and convenience</td>
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<td>• Reliable and fast interoperability: Key to success</td>
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<td>13:15</td>
<td>Lunch &amp; visit of the accompanying trade fair ConCarExpo</td>
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<td>15:00</td>
<td>Connected automated Driving</td>
<td>Hendrik-Jörn Günther M.Sc., Researcher, Volkswagen AG, Germany</td>
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<td></td>
<td>• How inter-vehicle connectivity supports automated driving</td>
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<td>• What is cooperative driving?</td>
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<td></td>
<td>• Research projects related to cooperative driving</td>
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<tr>
<td>15:30</td>
<td>Accurate HD Map or Smart Map? What it really takes to power connected Car and autonomous Experiences</td>
<td>Philipp Kandal, VP Automotive Engineering, Telenav Inc., USA</td>
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<td></td>
<td>• The map as a key enabler for a connected car and driver experience</td>
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<td>• Using sensors to build the map of the future</td>
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<td>• The alternative: Crowdsourced mapmaking</td>
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<td>• Leveraging intelligent services to enable predictive assistance and safety</td>
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<td>16:00</td>
<td>Networking &amp; coffee break</td>
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16:30 World Cafés
1. An automated operated vehicle needs to be linked to the digital infrastructure – or maybe not?
2. Are the established C-to-X Communication standards still the correct standards?
3. Data processing in the vehicle or backend? Where will the intelligence be embedded?
4. Hen-egg situation: which players and stakeholders should be assigned with which tasks?
5. Refinancing infrastructure: Which models are robust/reliable?

Organizational Information: All conference attendees find two world café table numbers on their conference ticket: Please only visit the world café tables with your personal numbers so that all tables will be frequented equally.

17:45 Evening Keynote on the ConCar Forum Stage:
Volvo Cars development of Autonomous Vehicles, in cooperation with Uber and Zenuity
Kent Melin, M.Sc., Senior Technical Leader, Electrical System Design, Volvo Car Group, Sweden

18:30 End of conference day one

Get-together with Participants of all parallel Conferences
At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.

Digital Infrastructure – Networks, Technologies, Standards

09:15 Establishment of Infrastructure in Europe
• Challenges posed by the establishment of a single European approach
• Impact on the organisation of European traffic
• Meaning of Car-to-X
• Exerting influence via testing regulations
lecturer to be announced

09:45 Telecommunication Industry: Opportunities presented by digital infrastructure
• Requirements that networks have to fulfill for automotive today and in the future – Quality of service/ reliability, low latency, velocity, bandwidth, …
• Scope of required infrastructure establishment to ensure respective level for automotive – 4G, 5G and WiFi
• Status and roadmap towards 5G - Interoperable, globally applicable standards
• What we need to do
Jürgen Daunis, Head of Division, Business Organization, Customer Unit Industry & Society, Ericsson GmbH, Germany

10:15 Standards in the vehicular digital Communications Ecosystem
• What standards are available?
• Where current standards are and where they are going?
• Uncertainty and management of standards
• The way forward: Problems, solutions and examples
Dr. Rafael Cepeda, Senior Manager, IoT and Smart Cities Lead for InterDigital Europe, International Innovation Labs, InterDigital Europe Ltd, United Kingdom

10:45 Networking & coffee break

Short and long Distance and hybrid Communication

11:30 Paving the Way to intelligent Transportation
• Cellular communication technologies
• End-to-end solution development
• Cooperation and ecosystem of partners
• Autonomous vehicles
• Mobility as a service
Dr. Thierry Klein, Head of Innovation Management for Verticals, Nokia Innovation Steering, USA
12:00 Telco Services for connected and automated Driving – On the way to 5G
• Network requirements of connected and automated driving
• Quality of service, throughput and low latency services
• Peer to peer communication with LTE-V2X
• Precise positioning as a service
Prof. Dr.-Ing. Johannes Springer, VP Technology, 5G Automotive Program, Business Unit Connected Mobility, T-Systems International, Germany

12:30 Challenges and Opportunities of WiFi-based V2X Communications
• ITS-G5/IEEE 802.11p: Providing Safety-critical V2X Communication Today!
• Next generation IEEE 802.11px: Cutting Edge V2X Technology on it Way ...
• Future Automated Transportation - Challenges and Opportunities of Redundant V2X Communications
• Cellular-V2X and WiFi-V2X – Friends rather than Foes
Dr. ès Sc. (PhD) Jérome Härri, Assistant Professor, Communication Systems, EURECOM, France

13:00 Lunch & visit of the accompanying trade fair ConCarExpo

14:45 Panel Discussion: Which digital Communication Technologies should be rolled out at the same Time?
Panelists:
Dr. Thierry Klein, Nokia Innovation Steering, USA
Prof. Dr.-Ing. Johannes Springer, T-Systems International, Germany
Dr. Teodor Buburuzan, Volkswagen AG, Germany
Dr. Jérome Härri, EURECOM, France

15:15 Security is the Key to unleashing the real Power of the connected autonomous Vehicle
• Connected, but unsecure: Today’s connecting technologies in cars
• The benefits of connected autonomous cars as an extensive data pool
• Solutions for IT-security
Martin Hunt, Automotive Global Industry Practice, BT Germany GmbH & Co.OHG, Germany

15:45 Introducing BestMile Hermes, the world’s first 2-way communication protocol that connects autonomous vehicles to the cloud
Luc Texier, Head of Business Development, BestMile Switzerland, Lausanne, Switzerland

16:15 Farewell coffee in the accompanying trade fair ConCarExpo

17:00 End of conference
Digital Infrastructure & Automotive Mobility
is part of the ConCarExpo 2017

Sections of Trade Fair:
- Automated Driving and Driver Assistance Systems
- Electronic Components, Monitoring and Control Technology, Sensor Technology
- Software and Networked Systems, Infotainment
- Telematics and Navigation
- HMI, Operation and Display
- Diagnosis, Test, Integration, After-sales-service
- Traffic Engineering, Infrastructure, Automotive Mobility

91% of visitors rate ConCarExpo 2016 as good to excellent
78% rate the quality of visitors as excellent
93% of conferences delegates rate the conference as good to excellent
82% of exhibitors rate the marketing platform ConCarExpo as very good

If you want to meet with and reach out to the first-rate experts attending the 4 International VDI Conferences and the International trade fair ConCarExpo and to powerfully present your products, become an exhibitor at ConCarExpo! For further information please contact our ConCarExpo-Team:

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Phone: +49 211 6214-385
martina.slominski@concarexpo.com

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Visit our website for more information: www.concarexpo.com
About us

The Association of German Engineers (VDI) is one of the largest technical-scientific associations in Europe. Throughout the years, the VDI has successfully expanded its activities nationally and internationally to foster and impart knowledge about technology-related issues. As a financially independent, politically unaffiliated and non-profit organization the VDI is recognized as the key representative of engineers both within the profession and in public.

Become a Speaker

Become a speaker at our international VDI Automotive Conferences. Make yourself known in the industry and discuss best practice examples with other international experts. We are looking for speakers on: IT Security for Vehicles, Smart Cars & Urban Mobility, Autonomous Trucks, Cloud, Artificial Intelligence, new ideas from start-ups

Please submit your topic to:
Daniela Kunst
Product Manager Automotive Engineering
Phone: +49 211 6214-368
Email: kunst@vdi.de

Terms and Conditions

Registrations: Registrations for conference attendance must be made in writing. Confirmation of your registration and the associated invoice will be mailed to you. Please do not pay your conference attendance fee until you have received our invoice and its invoice number to be stated for transfer. German VAT directives apply. Please state your VAT-ID with your registration.

Conference venue
ESTREL Hotel
Sonnenallee 225
12057 Berlin
Email: reservierung@estrel.com
Website: www.estrel.com

Hotel room reservation: A limited number of rooms has been reserved for the benefit of the conference participants at the Estrel Berlin. Please refer to “VDI Conference”. For more hotels: www.vdi-wissensforum.de/hrs

VDI Wissensforum service package: The conference package includes the conference documents (online), beverages during breaks, lunch and the get together on July 5, 2017.

Conference attendance conditions and terms: By way of your registration you accept the conference attendance conditions and terms of VDI Wissensforum GmbH as binding. Any cancellation of your registration must be made in writing. We will charge you only an administrative fee of € 50.00 plus German VAT if you cancel your registration earlier than 14 days ahead of the conference date. Any cancellation that reaches us after this deadline will entail the conference attendance fee as stated in our invoice to be charged in full. The date of the post office stamp of your written cancellation will be the decisive criterion. In that case, we will gladly mail you the conference documents on request. Subject to agreement, you may name a substitute participant. Individual parts and sections of conferences and seminars cannot be booked. You will be informed without delay if an event has to be cancelled for unforeseeable reasons. In that instance, you will be entitled only to a refund of your conference attendance fee if already paid. We reserve the right to exchange speakers and/or change the program sequence in exceptional cases. In any case, the liability of VDI Wissensforum GmbH is restricted exclusively to the conference attendance fee.

Data protection: VDI Wissensforum GmbH captures and processes the address data of conference participants for their own corporate advertising purposes, enabling renowned companies and institutes to reach out to participants by way of information and offers within their own marketing activities. We have outsourced in part the technical implementation of data processing to external service providers. If you do not want to receive any information and offers in the future, you may contradict the use of your personal data by us or any third parties for advertising purposes. In that case, kindly notify us of your contradiction by using the email wissensforum@vdi.de or any other of the contact options mentioned.
Please choose your price category

**Participation Fee + VAT**

- **VDI Conference 05.–06.07.2017** (01KO152017) € 1,690
- **Workshop 04.07.2017** (01ST180001) € 850
- **Package Price** (conference and workshop) € 2,280

**Personal VDI members + VAT**

- **VDI Conference 05.–06.07.2017** (01KO152017) € 1,590
- **Workshop 04.07.2017** (01ST180001) € 800
- **Package Price** (conference and workshop) € 2,130

☐ I am interested in sponsoring and/or exhibition

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