

International Conference

# AI Automotive

Artificial Intelligence as Key  
for Autonomous Driving



28 - 29 November 2017  
Munich | Novotel München Messe

## Highlight Speaker e.g.



**Dr. Michael  
Fausten**

Robert Bosch  
GmbH



**Dr. Uwe  
Franke**

Daimler AG



**Dr. Ralf  
Herbrich**

Amazon



**Prof. Frank  
Kirchner**

DFKI GmbH



**Dr. Urs  
Müller**

NVIDIA



**Andreas  
Reich**

Audi Electronics  
Venture GmbH



**Sabine  
Scheunert**

Daimler AG



**Prof. Amnon  
Shashua**

Mobileye



**Dr. Reinhard  
Stolle**

BMW Group



## Further participating companies / universities

Accenture Automotive ++ Ars Electronica Futurelab ++ botconnect  
CloudMade ++ Deutsche Telekom / T-Systems International ++ Elektrobot  
Automotive ++ ExB Labs ++ HERE ++ IBM ++ Johannes Kepler University Linz  
Materna ++ RWTH Aachen University ++ University of Munich

**SV** Veranstaltungen

[www.sv-veranstaltungen.de/ai](http://www.sv-veranstaltungen.de/ai)

International Conference

# AI Automotive

**Artificial Intelligence** as Key  
for **Autonomous Driving**

**3** buzzwords are changing the entire automotive industry rapidly: **AI, autonomous cars and intelligent personal cloud services**. Autonomous driving became possible by recent breakthroughs in Artificial Intelligence technologies in the car and furthermore in the data-backend. New technologies such as Deep Learning, advanced digital assistants and the swarm intelligence of a dynamic electronic horizon are evolving together with new business models for mobility.

This international conference aims to bring together **key player of the automotive and semiconductor industry** in order to create an insight into the outstanding development of AI in automotive and to provide an outlook of what is going to happen next. **Be part of that happening and register now!**

**Do not miss the first European conference about Artificial Intelligence Automotive.**

## Dinner Speech

Limits of Artificial Intelligence



**Prof. Julian Nida-Rümelin**

Professor of Philosophy and Political Theory and Former State Minister for Culture and the Media, University of Munich



## Advisory Board



**Dr. Joachim  
Becker**  
Süddeutsche  
Zeitung  
(Conference Chair)



**Dr. Peter  
Steiner**  
Managing Director,  
Audi Electronics  
Venture GmbH

Good reasons to **register now**:



**Keynotes**



**Speakers**



**International  
Benchmark**



**Networking  
evening event**



**Easy reachable  
venue in Munich**

# Program day 1 | Tuesday, 28 November 2017



9:00

## Welcome and opening of the conference by

Dr. Joachim Becker, Süddeutsche Zeitung (MC)



1:45 - Keynote

## The Interplay between AI and Computing Requirements for Autonomous Driving

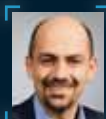
Prof. Amnon Shashua, Co-Founder, CTO and Chairman, Mobileye



9:15 - Keynote

## Artificial Intelligence as a Door Opener Towards Automotive Industry 7.0

Prof. Frank Kirchner, Director, DFKI GmbH – Robotics Innovation Center



2:15

## The Interaction of Edge and Cloud Computing to Enhance Driver Experience and Product Development

Dr. Ramin Assadolahi, CEO, ExB Labs GmbH



9:45 - Keynote

## Artificial Intelligence is a Game Changer

Dr. Reinhard Stolle, Vice President Artificial Intelligence and Machine Learning, BMW Group



2:45

## Artificial Intelligence @ Amazon

Dr. Ralf Herbrich, Director Machine Learning Science, Amazon



10:15

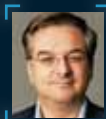
## Opportunities and Requirements for the Application of Artificial Intelligence in the Automotive Industry

Andreas Reich, Head of Electronics Pre-Development, Audi Electronics Venture GmbH

3:15 Q&A with speakers

3:45 Coffee break – networking

10:45 Coffee break – networking



4:15 - Keynote

## Integrating the Physical and Virtual World through Artificial Intelligence

Christof Hellmis, Vice President Strategic Program, HERE



11:15

## New Business Models Driven by Cognitive Technology

Dirk Wollschläger, General Manager Global Automotive, Aerospace & Defense Industry, IBM



4:45

## Learned Path Planning and Vehicle Control

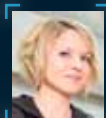
Dr. Urs Müller, Chief Architect Autonomous Driving, NVIDIA Corporation



11:45

## Network Capabilities for AI Features in Connected and Automated Driving

Prof. Johannes Springer, Principal 5G@Automotive Program, Deutsche Telekom / T-Systems International



5:15

## Buddy or Beast? Psychological Factors that Drive Human Acceptance of RoboCars

Dr. Martina Mara, Key Researcher for RoboPsychology, Ars Electronica Futurelab (Austria)

## Real-Time-Computing of Big Data with AI



12:15

## Deep Learning Revolutionizes Autonomous Driving

Prof. Sepp Hochreiter, Institute of Bioinformatics, Johannes Kepler University Linz

5:45 End of first conference day

6:30 Casual evening reception with food and beverages



7:30

## Dinner Speech: Limits of Artificial Intelligence

Prof. Julian Nida-Rümelin, Professor for Philosophy and Political Theory and Former State Minister for Culture and the Media, University of Munich

## Program day 2 | Wednesday, 29 November 2017



9:00

Welcome and opening  
of the second conference day

Dr. Joachim Becker

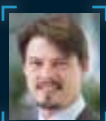
### Deep Learning in the Car



9:15 - Keynote

Getting Closer to Human Image Understanding

Dr. Uwe Franke, Head of Image  
Understanding, Daimler AG



9:45 - Keynote

Artificial Intelligence in Automated  
Vehicles – Application and System Impacts

Dr. Michael Fausten, Vice President Vehicle  
Systems Engineering, Robert Bosch GmbH

10:15 Coffee break – networking



10:45

Self-learning Software for Predictive  
Systems in Autonomous Driving

Dr. Sorin Grigorescu, Team Manager  
Navigation Department,  
Elektrobit Automotive



11:15

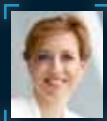
Machine Learning for Ultimately  
Personalized Driving Experience

Nick Black, Co-Founder and President,  
CloudMade

11:45 Round-up morning session

12:00 Joint lunch break – networking

### Chatbots and Digital Assistants



1:00 - Keynote

Intelligent Customer-Oriented – The Use  
of Cognitive Assistants at Mercedes-Benz

Sabine Scheunert, Head of Digital & IT,  
Marketing & Sales, Passenger Cars, Daimler AG



1:30

Understanding the Chatbot Ecosystem

Moritz Strube, CTO, botconnect GmbH i.G.



2:30

Modern Chatbots for your Service Desk

Michael Kuschke, Senior IT Architect, Materna  
GmbH – Information & Communications

2:45 Coffee break – Networking

### Prerequisites of Autonomous Systems



3:00

Dawn of the Machine Age? How AI will  
Change the Automotive Industry

Axel Schmidt, EALA Automotive Lead,  
Accenture



3:30

Artificial Intelligence in  
Automotive Production

Thomas Thiele, Head of Research Group at the  
Faculty of Mechanical Engineering, Cybernetics  
Lab IMA/ZLW & IFU, RWTH Aachen University

4:00 Final discussion – End of Conference

International Conference

# AI Automotive

Artificial Intelligence as Key  
for Autonomous Driving

# Information for participants

Early bird price  
until 14 July 2017  
Register now!

## Date of event

Tuesday, 28 November and  
Wednesday, 29 November 2017

## Location of event

Novotel München Messe  
Willy-Brandt-Platz 1  
81829 Munich · Germany  
Phone: +49 89 99 400-0  
www.novotel.com

Single room: € 128 incl. breakfast and VAT

## Staying in the hotel

Please make your own room reservation directly in the hotel by using code word “SV Veranstaltungen”.

We have a room contingent with a preferential rate reserved until **2 October 2017**. Reservations afterwards can only be made according to availability.

## Participation fee

The participation fee for the **International Conference** is

- » € 1,695 plus VAT (early bird valid until 14 July)
- » € 1,795 plus VAT (regular fee valid 15 July - 28 November)

## Team-Registration: 20 % Discount

If you register three or more colleagues from one company to the Conference then the second and each other registration will receive a discount of 20%. Please mark the box “Team-Discount” on the last page. We will be happy to assist. Please contact us for further details.

## Services

This fee includes the following services:

- » Participation in the Conference
- » Conference documentation
- » Lunch on both days at the Conference
- » Get-together with dinner on 28 November 2017
- » Refreshments during breaks
- » Opportunity to visit the accompanying trade exhibition

## Registration

Please register using the enclosed coupon or online at [www.sv-veranstaltungen.de/ai](http://www.sv-veranstaltungen.de/ai)

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 13 November 2017 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 plus VAT will be charged. Cancellations and registrations must be made in writing. The event organizer 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.

## Sponsoring & Exhibition

Use the International Conference about Artificial Intelligence Automotive – the first of its kind in Europe – for targeted company and product presentations. 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 with little effort.



### For detailed information, please contact:

Nicolai von Gratkowski  
Phone: +49 8191 125-123  
[nicolai.vongratkowski@sv-veranstaltungen.de](mailto:nicolai.vongratkowski@sv-veranstaltungen.de)

## Your contact at Süddeutscher Verlag Veranstaltungen



### Project Management

Ingo Martin  
Head of Automotive  
[ingo.martin@sv-veranstaltungen.de](mailto:ingo.martin@sv-veranstaltungen.de)



### Organization and Registration

Tim Wellmann  
Phone: +49 8191 125-120  
[tim.wellmann@sv-veranstaltungen.de](mailto:tim.wellmann@sv-veranstaltungen.de)

# Registration (817.101.19)

## International Conference AI\_Automotive

28 - 29 November 2017

Munich · Novotel München Messe



### Organisation and registration:

**Tim Wellmann**

Phone: +49 8191 125-120

tim.wellmann@sv-veranstaltungen.de

www.sv-veranstaltungen.de

### Registration

- Regular price: 1,795 €\***
- Early booking price: 1,695 €\***  (until 14 July 2017)
- Team discount:** register three or more colleagues and receive **substantial discounts** – please contact us for more details
- I cannot participate, but would like to order the **digital conference papers for 310 €\***

### Your options

- I would like to attend the **evening event** on **28 November 2017** (the number of participants is limited)
- We would like to receive more **information on exhibition and sponsoring opportunities** – free of charge and non-binding

\* All prices excl. VAT

**Early booking price  
until 14 July 2017  
Register now!**

### Registration

[www.sv-veranstaltungen.de/ai](http://www.sv-veranstaltungen.de/ai)  
[register@sv-veranstaltungen.de](mailto:register@sv-veranstaltungen.de)



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