
Registration, Exhibition & Welcome Coffee

07:45 - 09:00

Welcome from TU-Automotive

09:00 - 09:05

Chairperson's Opening Remarks

09:05 - 09:15

Participants

Andrew Grant - Intelligent Mobility Analyst, Bloomberg NEF

When do we make money with mobility?

09:15 - 09:35

Nearly every car maker is investing in mobility technology including apps, car sharing, ride hailing investments and car subscription offerings.

Market uptake and profitability have been uneven and elusive. What have we learned and when and how will we turn the corner on profitability?

Participants

Roger Lancot - Director, Automotive Connected Mobility, Global Automotive Practice, Strategy Analytics

Connected Commerce in the Car – The New Consumer Marketplace

09:35 - 09:55

- Consumers spend billions of Euros on their commutes. More cars than phones have been added to the mobile network creating huge monetization opportunities
- How can merchants utilise the consumer data sets at their disposition (i.e. locations etc.) to engage directly with consumers via the infotainment system?
- Who do automaker need to partner with to facilitate transactions from the vehicle to the point of sale?

Participants

Sebastian Lasek - Head of Connectivity, Skoda

Technology ready, Consumer ready: What's required to scale data for the mass market

09:55 - 10:15

- It's all about the consumer: how can articulate the value to them?
- How ready are the insurers and OEMs? What is the impact across both value chains?
- Understanding the value of the exchange mechanics: Data rights, permissions and compliance

Participants

Paul Stacy - R&D Director, LexisNexis Risk Solutions

Simulating Success: How to Get New Mobility Services Right the First Time

10:15 - 10:35

- Predictable service planning in a world of unknowns
- Requirements for an accurate simulation
- Managing KPIs: wait times, trip times, pooling and vehicle utilization
- Planning to production
- Case study

Participants

Raphael Gindrat - Founder & CEO, Bestmile

Coffee, Exhibition & Networking

10:35 - 11:20

Investing in the Future of Mobility– Adding value to the customer journey

11:20 - 11:40

- As mobility services become ubiquitous, learn how premium brand OEMs see the future of mobility evolving
- Gain insight into how the top end of the market is investing in this space and the strategy behind these choices
- Explore the premium options for mobility and the differentiation, from luxury automated pods driven by brand experience to valet services

Participants

Lars Klawitter - Executive Director, Strategic Business Unit InMotion Ventures, Jaguar Land Rover

Interviewer:: Andrew Grant - Intelligent Mobility Analyst, Bloomberg NEF

The Data Fuelled Vehicle

11:40 - 12:10

- Get to grips with how to monetize connected car data (i.e. location, audio, driving behaviour) by breaking through industry silos (i.e. media, insurance, smart cities)
- Enable access to data for third parties to be able to scale services; e.g. opening up SDKs for APIs, plus share data without compromising the security & privacy required by GDPR
- Use driving & driver data to deliver a personalised user experience & discuss the role of AI in delivering data driven solutions

Participants

Colin Wilcock - Chairman of the Board, 5G Infrastructure Association

Lisa Joy Rosner - Chief Marketing Officer, Otonomo

Sofia Granath - Director Strategy and Product Management, WirelessCar

Moderator:: Andrew Grant - Intelligent Mobility Analyst, Bloomberg NEF

Customer Experience as one of the key new paradigm of the automobile

12:10 - 12:30

- Learn how digital technologies are changing the customer journey within the automotive industry from purchase to constant engagement throughout the vehicle lifecycle
- Explore how customer experience impacts the automotive business and customer engagement by building brand loyalty – or killing it
- Understand recent developments in the digital lifestyle e.g. the proliferation of smart assistants, smart cities and business ecosystems that will impact the customer experience and expectations

Participants

Benoit Joly - Sales & Marketing for Connectivity, Mobility and Autonomous Services, Renault Group

How will the digital flow power 500M connected cars?

12:30 - 12:50

Connectivity is no longer the issue and E2E lock-in isn't sustainable! How do we build solutions and eco-systems to accelerate the automotive digital transformation towards democratic, sustainable and value-added mobility services?

Participants

Martin Rosell - Managing Director, WirelessCar

Lunch, Exhibition & Networking

12:50 - 14:20

Fireside Chat: Digitalisation of OEMs: From Hardware to Software, UX and the new economy of the automobile

14:20 - 14:50

Connected Services

- Gain insight into how OEMs are managing the shift from hardware to software - is more collaboration required across automakers and industry partners e.g. tech companies?
- Think Human! Debate how automotive can create relevant technologies for future customer / societal needs, plus get an understanding of the end-to-end customer journey to design the right services
- Battle of the brands: Discuss how brand image will change in a mobility as a service environment, plus identify the possible brand-related challenges presented by the further commoditisation of mobility

Participants

Interviewer:: Tom Harle - Strategy Principal, ustwo auto

Tanja Neubert - Head of UX Design Paris, Renault-Nissan-Mitsubishi - Alliance Connected Vehicles

Redefining Mobility for The Urban Dweller

14:20 - 14:50

Smart Cities & Mobility

- The on-demand world has come for transportation! Now it's hailing a ride or finding a nearby bike, but in future it could be Automated-Mobility-on-Demand (AMoD). Map out how to develop these services
- It's all about the algorithms. Use ICT solutions & data analytics to tailor services and manage e.g. peak times, optimised routing and supply/demand of shared mobility assets
- Collaboration is the key to success. Learn from the partnership already underway to offer shared or on-demand urban mobility such as autonomous pods and smart-routed buses

Participants

Antonin Guy - VP Sales & Marketing, Vulog

The Key to Securely Drive Current and Future OEM Business Models

14:50 - 15:20

Connected Services

How the automotive industry views cybersecurity needs a rethink. Instead of seeing a financial burden, it's important to address cybersecurity concerns and understand how cybersecurity enables new services and business models made possible by the connectivity

- Identify vulnerabilities in connected cars and the steps to take to help address them.
- Learn the importance of protecting business data and securely enforcing policies, to allow business owners to deliver customizable experiences to their customers
- Safely implement and monetize new business models by securely managing and controlling the services offered in the vehicle

Participants

Stacy Janes - Chief Security Architect, Irdeto

Mobility as a Service - adapting to a new ecosystem

14:50 - 15:20

Smart Cities & Mobility

- Deliver value added value services- are we moving towards a future of car sharing or ride sharing?
- Learn why building relationships with the city is essential to understand what mobility service will benefit the city best
- Clarify the new MaaS ecosystem and who delivers what service. Is the automaker still on top?

Participants

Julien Masson - Head of Connected Car, Orange Business Services

Nathaniel Giraitis - Director of Strategy, Smart Design

Michael Cottle - VP of Sales & Customer Success, Bestmile

Moderator:: Rich Radka - Co-Founder, Claro Partners

14:30 – 14:50: Mapping the road ahead: How are OEM's preparing for the future of Auto-Tech through start-up investment?

14:50 - 15:10

Project Kairos

Manufacturers are investing in start-ups to develop new innovative solutions. But what are manufacturers looking for? And how can we make the journey to a successful partnership a smooth ride?

- Established companies with complex product platforms can be a challenge to partner with. Learn how to get your foot in the door and remember that sometimes, external partners might be the crucial connection.
- Each manufacturer has different needs. Identify where your startup can add to their strategy and offer solutions
- Implementing new technology in the auto industry takes time. Learn why endurance is the key to partnership success, and how not to burn out after the first lap
- What can OEM's do to facilitate partnerships with start-ups?

Industry review: where can start-ups compete in the automotive industry?

15:10 - 15:40

Project Kairos

With the first autonomous car expected in less than a decade, the automotive industry is rapidly evolving. But how can start-ups stay ahead of industry changes with limited resources? And how do you know when an industry expert will be a crucial addition to your team?

- This panel will explore how start-ups can grow and experiment with new technology by understanding where investment is focused and where the industry gaps remain.
- New avenues are opening up to start-ups in MaaS and insurance, but how can you present the value of your idea to investors within these new opportunities?
- With Great Wall Motors and other OEMs extending global competition beyond Europe, how can start-ups become part of the international automotive industry?
- Understand, utilise, monetise: why OEM's need start-ups to utilise new data generated by the connected car.

Participants

David Murray-Hundley - Founder, Tech London Advocates Automotive

Fireside Chat: Re-inventing the Wheel – The relationship between OEMs and Start-ups

15:20 - 15:50
Connected Services

- Learnings from a leading car company - applying new thinking to an old industry
- The future of working with start-ups – the evolution of where this relationship is going
- Adjust company culture & business thinking from manufacturer to service provider

Participants

Scott Lyons - Business, Partner & Strategy Development, Connected Vehicle Platform & Products Organisation, Ford of Europe

Engaging Mobility - The future of Automotive

15:20 - 15:50
Smart Cities & Mobility

- It's not just about the car! Embracing Cloud & AI Services to redefine the user experience
- Adjust company culture & business thinking from manufacturer to service provider.
- From software to operations and customer service, what new skills and departments are needed?

Pitch Off Group One: AI, IoT & Blockchain

15:40 - 16:30
Project Kairos

5 startups in each group will face off on the Project Kairos stage and deliver their pitches to earn a spot in the finals. One winner will be chosen from each group and will compete in the finals.

Coffee, Exhibition & Networking

15:50 - 16:35
Connected Services

Coffee, Exhibition & Networking

15:50 - 16:35
Smart Cities & Mobility

Start-Up pitstop: How to get your start-up business out of the garage and onto the industry track

16:30 - 16:50
Project Kairos

Your innovative idea needs to be supported by your business strategy. Learn how to form a business plan that suits your partnerships and goals within the industry, whilst avoiding the common start-up potholes.

- Business basics: Keep your team working together towards your product and know when to rely on outside support and knowledge.
- Industry culture: The disbalance between huge corporations and small startups is only going to grow. How can start-ups avoid "culture clashes" when entering the industry?
- Solution driven: OEM's want solutions to customer needs. Keep your start-up focused on solving a consumer problem to appeal within the automotive ecosystem
- Approach: your business and team should fit with your Business model. Accelerators, incubators, OEM and Venture Client models are all common platforms, and government funding in automotive is growing. Learn which one works for you.

Through the fog - Cloud vs. Edge

16:35 - 17:05
Connected Services

- Cut through the fog: Understand the difference between vehicle as an IoT edge device to enhance services & data sharing and on-board edge processing for vehicle functionality.
- Find the balance vehicle edge computing (i.e. sensor data, critical local processing) for real-time decisions and advanced data processing on the cloud
- Has the demand for connectivity, location based services and value-added services moved the community away from a 'battle of hardware' towards a 'battle of ecosystems'?

Participants

Colin Wilcock - Chairman of the Board, 5G Infrastructure Association

Building a connected city

16:35 - 17:05
Smart Cities & Mobility

- Understanding and anticipating trends that affect life in a big city and using ICT to develop and implement concrete solutions
- How is IoT technology making cities smarter and better?
- Learn the benefits of adopting an integrated approach to both smart city technology integration and partnerships, including public private partnerships (P3)
- Understand & anticipate trends that affect urban transportation incl. urbanisation & sprawl. Harness ICT & data to develop and implement concrete solutions via e.g. real-time transit data
- Explore how IoT technology is making cities smarter through e.g. enabling cities to monitor, connect, manage & optimise city infrastructure & services – identify where auto can contribute

Participants

Stéphane Péan - Digital Cities Action Line Leader, EIT Digital

Pitch Off Group Two: Mobility Services & Electrification

16:50 - 17:40
Project Kairos

5 startups in each group will face off on the Project Kairos stage and deliver 5 minute pitches to earn a spot in the finals. One winner will be chosen from each group and will compete in the finals.

The Digital Transformation of the Insurance Company

17:05 - 17:35
Connected Services

- How will motor insurance evolve as connectivity and automation both evolve
- The telematics comeback for insurance...How is insurance telematics gaining traction across Europe?
- Changing customer touchpoints & engagement with connected claims
- Understanding car data to prepare for autonomous mobility
- Personal ownership vs. shared mobility – how will we be insuring vehicles, journeys and mobility

Participants

Tim Marlow - Head of Autonomous and Connected Vehicle Research, Ageas

Matthew Jones - Director, Anthemis Group

SESSIONS

DAY 1: TUESDAY 30 OCTOBER 2018 -

TU-Automotive Europe

30-31 October, 2018
Infinity Hotel & Conference Resort
Munich

The Impact of 5G for AD & Mobility Services

17:05 - 17:35

Smart Cities & Mobility

- Why is 5G relevant for AD & Mobility Services
- The Network Defined Vehicle
- Path to execute towards the future vision

Participants

Juergen Danis - VP Global Sales Connected Vehicles,
Ericsson

Networking Drinks Reception

17:40 - 18:40

SCHEDULE

DAY 1: TUESDAY 30 OCTOBER 2018 -

TU-Automotive Europe

30-31 October, 2018
Infinity Hotel & Conference Resort
Munich

TIME	CONNECTED SERVICES	PROJECT KAIROS	SMART CITIES & MOBILITY
07:00	07:45 - Registration, Exhibition & Welcome Coffee	07:45 - Registration, Exhibition & Welcome Coffee	07:45 - Registration, Exhibition & Welcome Coffee
08:00			
09:00	09:00 - Welcome from TU-Automotive 09:05 - Chairperson's Opening Remarks 09:15 - When do we make money with mobility? 09:35 - Connected Commerce in the Car – The New Consumer Marketplace 09:55 - Technology ready, Consumer ready: What's required to scale data for the mass market	09:00 - Welcome from TU-Automotive 09:05 - Chairperson's Opening Remarks 09:15 - When do we make money with mobility? 09:35 - Connected Commerce in the Car – The New Consumer Marketplace 09:55 - Technology ready, Consumer ready: What's required to scale data for the mass market	09:00 - Welcome from TU-Automotive 09:05 - Chairperson's Opening Remarks 09:15 - When do we make money with mobility? 09:35 - Connected Commerce in the Car – The New Consumer Marketplace 09:55 - Technology ready, Consumer ready: What's required to scale data for the mass market
10:00	10:15 - Simulating Success: How to Get New Mobility Services Right the First Time 10:35 - Coffee, Exhibition & Networking	10:15 - Simulating Success: How to Get New Mobility Services Right the First Time 10:35 - Coffee, Exhibition & Networking	10:15 - Simulating Success: How to Get New Mobility Services Right the First Time 10:35 - Coffee, Exhibition & Networking
11:00	11:20 - Investing in the Future of Mobility– Adding value to the customer journey 11:40 - The Data Fuelled Vehicle	11:20 - Investing in the Future of Mobility– Adding value to the customer journey 11:40 - The Data Fuelled Vehicle	11:20 - Investing in the Future of Mobility– Adding value to the customer journey 11:40 - The Data Fuelled Vehicle
12:00	12:10 - Customer Experience as one of the key new paradigm of the automobile 12:30 - How will the digital flow power 500M connected cars? 12:50 - Lunch, Exhibition & Networking	12:10 - Customer Experience as one of the key new paradigm of the automobile 12:30 - How will the digital flow power 500M connected cars? 12:50 - Lunch, Exhibition & Networking	12:10 - Customer Experience as one of the key new paradigm of the automobile 12:30 - How will the digital flow power 500M connected cars? 12:50 - Lunch, Exhibition & Networking
13:00			
14:00	14:20 - Fireside Chat: Digitalisation of OEMs: From Hardware to Software, UX and the new economy of the automobile 14:50 - The Key to Securely Drive Current and Future OEM Business Models	14:50 - 14:30 – 14:50: Mapping the road ahead: How are OEM's preparing for the future of Auto-Tech through start-up investment?	14:20 - Redefining Mobility for The Urban Dweller 14:50 - Mobility as a Service - adapting to a new ecosystem
15:00	15:20 - Fireside Chat: Re-inventing the Wheel – The relationship between OEMs and Start-ups 15:50 - Coffee, Exhibition & Networking	15:10 - Industry review: where can start-ups compete in the automotive Industry? 15:40 - Pitch Off Group One: AI, IoT & Blockchain	15:20 - Engaging Mobility - The future of Automotive 15:50 - Coffee, Exhibition & Networking
16:00	16:35 - Through the fog - Cloud vs. Edge	16:30 - Start-Up pitstop: How to get your start-up business out of the garage and onto the industry track 16:50 - Pitch Off Group Two: Mobility Services & Electrification	16:35 - Building a connected city
17:00	17:05 - The Digital Transformation of the Insurance Company 17:40 - Networking Drinks Reception	17:40 - Networking Drinks Reception	17:05 - The Impact of 5G for AD & Mobility Services 17:40 - Networking Drinks Reception

Registration, Exhibition & Welcome Coffee

08:00 - 09:00

Chairperson's Opening Remarks

09:00 - 09:10

The future is more than just a car

09:10 - 09:30

- As the mobility ecosystem starts to take shape, debate the role of the automaker and the next steps in developing new services around connectivity & autonomous tech.
- Beyond car sharing: Identify the mobility services that meet consumers' needs & lifestyle, incl. flexible shared ownership, to make your brand the one-stop mobility solution
- Is the future multi-modal? From bikes to intercity transit, map out the different options & points of a user's journey. Learn how to leverage various modes to give choice & flexibility

Participants

David Wong - Technology and Innovation Manager, SMMT

Making the car a holistic experience for the customer

09:30 - 09:50

- HMI - looking at the connected and co-connected
- What is the right interface to optimise the customer experience?
- Diversifying your connectivity packages
- How can AI technology innovate the industry?

Participants

Julien Masson - Head of Connected Car, Orange Business Services

Trust and Freedom in Autonomous cars – Insights from real road testing

09:50 - 10:10

Participants

Christoffer Kopp - Product Owner - dUX Autonomous Drive, Volvo

Coffee, Exhibition & Networking

10:10 - 10:55

Collaborate & Integrate! Deliver a Fully Digital Customer Journey Together

10:55 - 11:15

- In-house, bought-in or developed in partnership? Learn how much automakers are investing in their own systems e.g. AI or if the trend is moving more toward collaboration
- Weigh up benefits & disadvantages of developing in-house v external – incl. fragmentation of isolated system development v open standards giving access to third parties
- Identify case studies of successful partnerships for developing digital services or collaborative technology development

Participants

Timo Bauer - EVP of Business Development and Strategic Partnerships, Xevo

Blockchain: From Hype to Automotive Applications

11:15 - 11:35

- Identify the challenges OEMs are facing with blockchain and get up-to-speed with industry collaboration on auto grade Blockchain development & standards (MOBI)
- Assess the benefits of Blockchain's transparency and un-tamperable data management for e.g. fraud prevention, security and supply chain management
- Use Blockchain's decentralisation properties: Learn how a network of nodes open up to third parties & new services. What are the benefits of running in total decentralised ways?

Participants

Peter Busch - Mobility Lead Distributed Ledger Technologies, Robert BOSCH Group

Salvatore Romeo - Business Development Executive - Global Automotive, Aerospace & Defense Industries, IBM

Smart Cities - Finding the right strategy

11:35 - 12:05

- Define new forms of cooperation as the smart ecosystem emerges plus answer the burning questions: Who will pay for the smart city and how can we accelerate pilot projects?
- Determine the impact will fleet have on the architecture of cities e.g. priority traffic lanes and parking
- Overcome both physical and digital infrastructure challenges e.g. preparing roads for V2I, to ensure the smooth development of smart cities

Participants

Stephane Barbier - CDO, Transpolis

Anders Wall - Chief International Officer, GreenMobility

Andrea Sroczynski - Managing Director, SBD Automotive Germany

Juan José Arriola - Head of Unit, Directorate General for Traffic, Government of Spain

BMW Presentation

12:05 - 12:25

Lunch, Exhibition & Networking

12:25 - 13:55

Chairperson's Opening Remarks

13:55 - 14:00

Connected Services

Chairperson's Opening Remarks

13:55 - 14:00

ADAS & Autonomous

Biometrics – The key to a truly personalised User Experience?

14:00 - 14:30
Connected Services

Biometric data offers a new way to deliver personalisation & security. Weigh up the benefits and challenges of rolling out the technology.

- Identify how biometrics will enable a personalised user and driving experience, open up secure ways to access shared services and improve driver monitoring, e.g. help users with epilepsy or identify drowsiness
- Learn the privacy and trust issues surrounding biometrics, plus assess how to build HMI to get consent in an informed manner without the process being too lengthy or complicated
- Understand cybersecurity issues surrounding biometrics and discuss where & how the information should be stored

Participants

Hao Chen - Product Line Management Director - Automotive Security / Digital Enterprise Security Solutions, Giesecke+Devrient Mobile Security GmbH

Carsharing as the path to Autonomous Ridehailing

14:00 - 14:30
ADAS & Autonomous

The real revolution with autonomous vehicles will be autonomous mobility-as-a-service, rather than pure individual ownership. But where and how will these cars know where to go? What tools will be required to run a successful autonomous ridehailing service in the future?

- Autonomous vehicles will need a platform to direct them to pick up riders and to verify who is entering and exiting the vehicle.
- They will need extensive fleet management and predictive maintenance platforms to understand potential wear issues, automate towing, recharging, and cleaning, detect left items etc. to keep autonomous vehicles operating reliably.
- Entering carsharing and ridesharing services today are the best way for OEMs to best position themselves for autonomous service revolution

Participants

Mark Thomas - Vice President, Marketing and Alliances, RideCell

Navigating partnerships from the sales pitch to the final deal

14:20 - 14:50
Project Kairos

Learn how to make the right connections in the industry and how to use your investors knowledge to further your business.

- There are different forms of partnerships that go beyond investor/ start-up paradigm. Whether this is finding the right infrastructure, securing connections or entering into the ecosystem, learn how both investors and start-ups can utilize your partnerships
- Learn about different forms of cooperation and where to find a common ground
- Automotive-focused accelerators, incubators and VC's are appearing throughout Europe. Talk to other start-ups and investors in the ecosystem to know whether automaker-based partners are really the best option for you.

Participants

Lars Moreke, Deutsche Bahn

Scott Lyons - Business, Partner & Strategy Development, Connected Vehicle Platform & Products Organisation, Ford of Europe

Connected Cars – Where do we go from here?

14:30 - 15:00
Connected Services

- Harness next gen tech. including AI and ML to create platforms that are constantly learning and are directed towards the customer
- Plug the car into the connected lifestyle! Build on e.g. smart home services operable from the smartphone to integrate IoT solutions, incl. communal smart calendars
- Driving adoption: Incentivise the customer to take up connected services through e.g. gamification or pricing rewarding good behaviour and value-added services relevant to the driving experience

Participants

Bertrand Mossel - Board Member, SIMalliance

Fredrik Callenryd - Head of Connectivity Strategy & Product Planning, Scania CV AB

Morten Faust - Director of Automotive, Gracenote

A holistic approach to cybersecurity & safety in connected autonomous vehicles

14:30 - 15:00
ADAS & Autonomous

- Vehicle connectivity, new mobility and security challenges
- Security onboard
- Safety and security developments
- Quantification and opportunities for CAV
- Lessons learnt from other industries

Participants

Sara Gutiérrez-Lanza - Automotive Business Unit Director, GMV

Faye Francy - Executive Director, Auto-ISAC

Hendrik Schweppe - Head of Security Approval, Penetration Tests, BMW Group

Pitch Off Group Three: Data Analytics & Autonomous

14:50 - 15:40
Project Kairos

5 startups in each group will face off on the Project Kairos stage and deliver 5 minute pitches to earn a spot in the finals. One winner will be chosen from each group and will compete in the finals

Coffee, Exhibition & Networking

15:00 - 15:30
Connected Services

Coffee, Exhibition & Networking

15:00 - 15:30
ADAS & Autonomous

Presentation by Wejo

15:30 - 16:00
Connected Services

Participants

Bret Scott - VP of Partnerships, Wejo

Smart City and the Autonomous Vehicle

15:30 - 16:00
ADAS & Autonomous

- Automated Vehicles need situational awareness of its surroundings, extending the range of in vehicle sensors
- Uses cases for cloud based command and control will be discussed, for example sharing safety critical information, warnings for emergency vehicles and providing efficiency to automated transport chains.
- Using sensors in the cloud - Project case studies

SESSIONS

DAY 2: WEDNESDAY 31 OCTOBER 2018 -

TU-Automotive Europe

30-31 October, 2018
Infinity Hotel & Conference Resort
Munich

Going through the gears of investment: Understanding funding in the automotive industry

15:40 - 16:00
Project Kairos

Having money on the mind is common for start-ups in the automotive industry. Investor's are cautious to fund AutoTech alone when slow partnership deals with OEM's make many start-ups fail to survive beyond series-A. Yet, whilst start-up funding in the automotive industry faces unique challenges, start-ups can learn how to remedy funding difficulties by captivating investors and selling your product to the right audience

- What do investors look for? Hear from potential partners what capivates them to invest in AutoTech
- What are the advantages and disadvantages of strategic funding? When is the right time to go out for investment?
- How can start-ups shorten sales cycles without increasing the risk for OEMs?
- Challenge your money mentality: building a streamlined business with lean products, MVPs and a sellable pitch can help your start-up look beyond funding rounds and aim towards selling your product

UX – Voice, gesture and motion ready

16:00 - 16:30
Connected Services

- The era of voice has finally taken off in the car, largely helped by the proliferation of consumer brand digital assistants. How can we effectively take advantage of these technologies for auto?
- Accelerate your A.I. strategy within the long auto development cycle, incl. applying current aftermarket solutions or "bolt-on" layers to infotainment stacks
- What are the specific requirements & skills for a digital co-driver v. that of a standard assistant? (incl. understanding driving situations and complex commands)

Participants

Holger Weiss - CEO, German Auto Labs

Mapping the way to the Autonomous car

16:00 - 16:30
ADAS & Autonomous

- How is ADAS shaping the autonomous landscape?
- How does AI/ML enable efficient HD map creation & maintenance from crowdsourced data i.e. GPS traces and camera data?
- Humanising autonomy – how do we map mindsets, biases and barriers to technological adoption?
- Identifying real world barriers to people's adoption of the technology

Participants

Harsha Vardhan - Auto and Mobility Design Lead, UsTwo

Pitch Off Final

16:00 - 16:30
Project Kairos

End of Conference

16:30 - 16:35
Connected Services

End of Conference

16:30 - 16:35
ADAS & Autonomous

SCHEDULE

DAY 2: WEDNESDAY 31 OCTOBER 2018 -

TU-Automotive Europe

30-31 October, 2018
Infinity Hotel & Conference Resort
Munich

TIME	ADAS & AUTONOMOUS	CONNECTED SERVICES	PROJECT KAIROS
08:00	08:00 - Registration, Exhibition & Welcome Coffee	08:00 - Registration, Exhibition & Welcome Coffee	08:00 - Registration, Exhibition & Welcome Coffee
09:00	09:00 - Chairperson's Opening Remarks 09:10 - The future is more than just a car 09:30 - Making the car a holistic experience for the customer 09:50 - Trust and Freedom in Autonomous cars – Insights from real road testing	09:00 - Chairperson's Opening Remarks 09:10 - The future is more than just a car 09:30 - Making the car a holistic experience for the customer 09:50 - Trust and Freedom in Autonomous cars – Insights from real road testing	09:00 - Chairperson's Opening Remarks 09:10 - The future is more than just a car 09:30 - Making the car a holistic experience for the customer 09:50 - Trust and Freedom in Autonomous cars – Insights from real road testing
10:00	10:10 - Coffee, Exhibition & Networking 10:55 - Collaborate & Integrate! Deliver a Fully Digital Customer Journey Together	10:10 - Coffee, Exhibition & Networking 10:55 - Collaborate & Integrate! Deliver a Fully Digital Customer Journey Together	10:10 - Coffee, Exhibition & Networking 10:55 - Collaborate & Integrate! Deliver a Fully Digital Customer Journey Together
11:00	11:15 - Blockchain: From Hype to Automotive Applications 11:35 - Smart Cities - Finding the right strategy	11:15 - Blockchain: From Hype to Automotive Applications 11:35 - Smart Cities - Finding the right strategy	11:15 - Blockchain: From Hype to Automotive Applications 11:35 - Smart Cities - Finding the right strategy
12:00	12:05 - BMW Presentation 12:25 - Lunch, Exhibition & Networking	12:05 - BMW Presentation 12:25 - Lunch, Exhibition & Networking	12:05 - BMW Presentation 12:25 - Lunch, Exhibition & Networking
13:00	13:55 - Chairperson's Opening Remarks	13:55 - Chairperson's Opening Remarks	
14:00	14:00 - Carsharing as the path to Autonomous Ridehailing 14:30 - A holistic approach to cybersecurity & safety in connected autonomous vehicles	14:00 - Biometrics – The key to a truly personalised User Experience? 14:30 - Connected Cars – Where do we go from here?	14:20 - Navigating partnerships from the sales pitch to the final deal 14:50 - Pitch Off Group Three: Data Analytics & Autonomous
15:00	15:00 - Coffee, Exhibition & Networking 15:30 - Smart City and the Autonomous Vehicle	15:00 - Coffee, Exhibition & Networking 15:30 - Presentation by Wejo	15:40 - Going through the gears of investment: Understanding funding in the automotive industry
16:00	16:00 - Mapping the way to the Autonomous car 16:30 - End of Conference	16:00 - UX – Voice, gesture and motion ready 16:30 - End of Conference	16:00 - Pitch Off Final