
Panel Discussion: How are Radio Broadcasters Embracing New Connected Technologies to Remain Relevant

11:00am - 11:30am
ON-DEMAND CONTENT

- As in-car media systems advance what is the outlook for radio? Will there still be a place for it in the connected future?
- How are leading radio organizations working to secure a place of prominence?
- What is the best way to share content space with the likes of Spotify. Pandora and other disruptors gaining strength in the market?

Panel Discussion: Entertainment and the Auto Industry – The Future of Infotainment

11:30am - 12:00pm
ON-DEMAND CONTENT

- With both evolving independently how could these two very different industries work together in the future?
- Will automakers be able to offer the same content in cars as consumers have in the home?
- Will there be a chance for automakers to license specific content from the Hollywood studios or will it simply be a case of offering Netflix, Amazon Prime and other 3rd party services?
- Should automakers start creating their own video content? Can content be tailored to journey duration?

Panel Discussion: The Future of HD Mapping

12:00pm - 12:30pm
ON-DEMAND CONTENT

- With so much convolution within the mapping industry, is it time for HD maps to become standardized?
- How can the industry overcome the challenge of updating maps?
- Should these systems be defined as maps?

The State of Autonomy

12:30pm - 12:50pm
ON-DEMAND CONTENT

- With ADAS as a steppingstone to full AV is it safer to skip level 3 & 4 and move straight to Level 5?
- Will AV simply become a commodity for MaaS with the real value and CAV revolution coming from Mobility Services?
- Will AVs create the decline of ownership making ridesharing the new black?
- Should automakers stop fixating on the technological side of AV and start focusing more on the commercial side?

Data and Privacy Issues – Read the Fine Print

12:50pm - 1:10pm
ON-DEMAND CONTENT

- How are data privacy laws especially CCPA going to affect automakers and automotive data in general? What strategies will be needed for best managing this?
- Who owns the data? In the US this isn't clear and is governed by contract, but do you want this contract? If you own it, you must secure it!
- How are we aggregating the data and how is this influencing customer analytics?
- Can we provide a personalized experience that consumers want without aggregating data?

SCHEDULE

ON-DEMAND CONTENT -

ADAS & Autonomous Vehicles

August 18-20, 2020

100% Virtual

Live and OnDemand

TIME	ON-DEMAND CONTENT
11:00AM	11:00am - Panel Discussion: How are Radio Broadcasters Embracing New Connected Technologies to Remain Relevant 11:30am - Panel Discussion: Entertainment and the Auto Industry – The Future of Infotainment
12:00PM	12:00pm - Panel Discussion: The Future of HD Mapping 12:30pm - The State of Autonomy 12:50pm - Data and Privacy Issues – Read the Fine Print

Welcome from TU-Automotive

10:50am - 11:00am

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-Novi.

Opening Keynote Panel: Driving the Future of Automotive- Trends and Outlook that are Building a New Automotive Roadmap

11:00am - 11:45am

KEYNOTE SESSIONS: TRENDS

- What has the industry learned from Covid-19?
- How will the need to get back to business in the "new normal" drive innovation and agility?
- Will we see changes in how the industry collaborates following this global pandemic?
- How will the industry adapt to deal with potential change in customer needs and wants?

BREAK - MEET THE SPEAKERS SESSION

11:45am - 12:00pm

KEYNOTE SESSIONS: TRENDS

Ask your burning questions in our virtual speaker room, visit some of our exhibitors or simply start networking!

Partner Keynote Presentation

12:00pm - 12:20pm

KEYNOTE SESSIONS: TRENDS

LUNCH, NETWORKING & EXHIBITION BREAK

12:20pm - 1:30pm

KEYNOTE SESSIONS: TRENDS

Keynote Interview: Volkswagen's Move Towards the Industrial Cloud

1:30pm - 2:00pm

KEYNOTE SESSIONS: TRENDS

- How will moving to the industrial cloud enhance innovation, investment and the sharing of data?
- What concrete advantages will this move bring to VW's efficiency and supply chain ecosystem?
- How will moving towards the cloud strengthen partnerships, collaboration and modernization especially in the wake of Covid-19?

NETWORKING & EXHIBITION VISIT

2:00pm - 2:15pm

KEYNOTE SESSIONS: TRENDS

How is Data Commercializing the Automotive Market?

2:15pm - 2:35pm

TRACK 1: DATA

- How are automakers looking to monetize their data in order to offset the provision for connected services?
- How can the data which is being taken off the car support new business? What does a monetization strategy look like?
- How can data plus analytics yield intelligence that can cross many markets – how can successful partnerships be formed?

Managing a Million+ Vehicle Configurations for Software Updates: Staying Ahead of the Game

2:15pm - 2:35pm

TRACK 2: SOFTWARE DEFINED VEHICLE

- With the complexity of software and data management, what must the (OEMs / automotive industry) consider for software update orchestration?
- How do you manage making sure that the right software goes to the right car?
- How will OTA updates provide the foundation for new business models – what business opportunities are there for automakers in software defined cars?

Creating New Aesthetics and Functionality with Advanced Materials

2:15pm - 2:35pm

TRACK 3: INTERIORS

- Latest applications for additive manufacturing
- Are faux leather materials and textiles gaining?
- How can we create healthier interiors for new sensibilities?
- Transparent surfaces
- Smart surfaces

The Global Roadmap to Electrification

2:15pm - 2:35pm

TRACK 4: ELECTRIFICATION

- How can automakers prepare for potential changes to electrification incentives following the November elections? Are regulation likely to be a help or hinderance to US EV adoption?
- To what extent will the coronavirus alter the trajectory of the advancement of EVs? How will the response differ between North America, China and Europe?

Data Utilization and Flexibility

2:15pm - 2:45pm

TRACK 5: ROUND TABLES

- How can automakers better manage their data to maximize its potential?
- Can we combine flexibility and efficiency to better manage data to receive its maximum potential – increasing opportunities and decreasing risk?

NETWORKING BREAK & EXHIBITION VISIT

2:35pm - 2:50pm

TRACK 1: DATA

NETWORKING BREAK & EXHIBITION VISIT

2:35pm - 2:45pm

TRACK 2: SOFTWARE DEFINED VEHICLE

NETWORKING BREAK & EXHIBITION VISIT

2:35pm - 2:50pm

TRACK 3: INTERIORS

NETWORKING BREAK & EXHIBITION VISIT

2:35pm - 2:45pm

TRACK 4: ELECTRIFICATION

Changing Lanes: Monetizing on the Future of the Software Defined Vehicle

2:45pm - 3:05pm

TRACK 2: SOFTWARE DEFINED VEHICLE

- How will the rapid addition of millions more vehicle SLOCs correlate to reduced costs and indirect and direct monetization?
- How will efforts to reduce costs up front, such as using hardware/systems on chip, limit automakers' ability to keep pace during a steady and uncertain evolution?
- How can the industry measure the ROI of introducing software at all levels of a vehicle to meet the needs of today, with the cost of being well-positioned to meet the unknown demands for fully-autonomous functions, transportation-as-a-service, rapid growth of AI, and more?

Increasing EV Efficiency with Next Generation Power Electronics

2:45pm - 3:05pm

TRACK 4: ELECTRIFICATION

- What obstacles must be overcome in order to see GaN & SiC based components take prevalence over traditional silicon?
- How can GaN reliability be increased while lowering production costs?
- Will we see a move to the use of larger substrates in the near future?

SESSIONS

DAY 1 - 18/08/2020

ADAS & Autonomous Vehicles

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Enhancing Production Customization with 3D Printing

2:45pm - 3:15pm

TRACK 5: ROUND TABLES

- How can 3D printing pave the way for industry 4.0 production?
- What effect would widespread 3D printing capabilities have on the automotive supply chain?
- When will we see a move towards production customization? What new business models will this create?

Panel Discussion A: Data Flexibility – The Next Competitive Battle?

2:50pm - 3:10pm

TRACK 1: DATA

- How are automakers managing the degree of data flexibility (fields, on-board calculations, latency, and other options) available in today's TCUs (telematic control units)?
- How can we benefit from the changing landscape, using the huge volumes of data generated by vehicles, and what is the best practice to select and profit from the most valuable data?
- Can we combine flexibility and efficiency to better manage data to receive its maximum potential – increasing opportunities and decreasing risk?

Overlanding and Glamping: Adding Outdoor Space to Vehicle Interiors

2:50pm - 3:10pm

TRACK 3: INTERIORS

- Overlanding is a fusion of automotive enthusiasts and outdoorsmen; glamping is posh camping. How are these exploding trends offering huge opportunities for automakers and suppliers to literally expand the interior universe with a vast array of accessories and appliances, from expanding roofs and portable kitchens, to custom furniture and solar panels?

NETWORKING BREAK & EXHIBITION VISIT

3:05pm - 3:20pm

TRACK 2: SOFTWARE DEFINED VEHICLE

NETWORKING BREAK & EXHIBITION VISIT

3:05pm - 3:20pm

TRACK 4: ELECTRIFICATION

NETWORKING BREAK & EXHIBITION VISIT

3:10pm - 3:25pm

TRACK 1: DATA

NETWORKING BREAK & EXHIBITION VISIT

3:10pm - 3:20pm

TRACK 3: INTERIORS

AI and Analytics

3:15pm - 3:45pm

TRACK 5: ROUND TABLES

- How is AI and Machine Learning assisting in making the vast amount of data that is now being generated usable?
- What impact will real-time data analytics and IoT have on the connected car experience?

Managing the Complexity of Millions of Connected Vehicles on a Global Scale

3:20pm - 3:40pm

TRACK 2: SOFTWARE DEFINED VEHICLE

Creating Brand Identities with Haptics, Acoustics, Colors, Materials and Finish

3:20pm - 3:40pm

TRACK 3: INTERIORS

- Application driven design with a touch-feely passenger experience
- Buttons or no buttons? What does the consumer want, and how do we measure distraction over assistance?
- Touch control and haptics
- Standardization of haptic technology and market fragmentation
- Hardware to software interfaces - understanding the potential role of touch activation and responsive surfaces in the connected car

Creating a Sustainable Electric Vehicle Supply Chain

3:20pm - 3:40pm

TRACK 4: ELECTRIFICATION

- What strategies can ensure suppliers are all benefiting from the electric ecosystem?
- How can industry players adopt different capabilities in order to maintain their position within the supply chain?
- To what extent could OEMs lose control over the electric vehicle value chain and how could automaker platform collaboration limit control loss?

Panel Discussion B: Data Flexibility – The Next Competitive Battle?

3:25pm - 3:45pm

TRACK 1: DATA

- How are telematics vendors and automakers managing the degree of data flexibility (fields, on-board calculations, latency, and other options) available in today's Aftermarket Devices and TCUs (telematic control units)?
- How can we make sure the right data is made available to the right data consumers across all makes, models and regions?
- How can we benefit from the changing landscape, using the huge volumes of data generated by devices and/or vehicles, and what is the best practice to select and profit from the most valuable data?
- Can we combine flexibility and efficiency to better manage data to receive its maximum potential – increasing opportunities and decreasing risk?

END OF DAY ONE - NETWORKING & VIRTUAL DRINKS

3:45pm - 4:30pm

SCHEDULE

DAY 1 - 18/08/2020

ADAS & Autonomous Vehicles

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TIME	KEYNOTE SESSIONS: TRENDS	TRACK 1: DATA	TRACK 2: SOFTWARE DEFINED VEHICLE	TRACK 3: INTERIORS	TRACK 4: ELECTRIFICATION	TRACK 5: ROUND TABLES
10:00AM	10:50am - Welcome from TU-Automotive	10:50am - Welcome from TU-Automotive	10:50am - Welcome from TU-Automotive	10:50am - Welcome from TU-Automotive	10:50am - Welcome from TU-Automotive	10:50am - Welcome from TU-Automotive
11:00AM	11:00am - Opening Keynote Panel: Driving the Future of Automotive- Trends and Outlook that are Building a New Automotive Roadmap 11:45am - BREAK - MEET THE SPEAKERS SESSION					
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1:00PM	1:30pm - Keynote Interview: Volkswagen's Move Towards the Industrial Cloud					
2:00PM	2:00pm - NETWORKING & EXHIBITION VISIT	2:15pm - How is Data Commercializing the Automotive Market? 2:35pm - NETWORKING BREAK & EXHIBITION VISIT 2:50pm - Panel Discussion A: Data Flexibility – The Next Competitive Battle?	2:15pm - Managing a Million+ Vehicle Configurations for Software Updates: Staying Ahead of the Game 2:35pm - NETWORKING BREAK & EXHIBITION VISIT 2:45pm - Changing Lanes: Monetizing on the Future of the Software Defined Vehicle	2:15pm - Creating New Aesthetics and Functionality with Advanced Materials 2:35pm - NETWORKING BREAK & EXHIBITION VISIT 2:50pm - Overlanding and Glamping: Adding Outdoor Space to Vehicle Interiors	2:15pm - The Global Roadmap to Electrification 2:35pm - NETWORKING BREAK & EXHIBITION VISIT 2:45pm - Increasing EV Efficiency with Next Generation Power Electronics	2:15pm - Data Utilization and Flexibility 2:45pm - Enhancing Production Customization with 3D Printing

SCHEDULE

DAY 1 - 18/08/2020

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TIME	KEYNOTE SESSIONS: TRENDS	TRACK 1: DATA	TRACK 2: SOFTWARE DEFINED VEHICLE	TRACK 3: INTERIORS	TRACK 4: ELECTRIFICATION	TRACK 5: ROUND TABLES
3:00PM	<p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>	<p>3:10pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:25pm - Panel Discussion B: Data Flexibility – The Next Competitive Battle?</p> <p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>	<p>3:05pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:20pm - Managing the Complexity of Millions of Connected Vehicles on a Global Scale</p> <p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>	<p>3:10pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:20pm - Creating Brand Identities with Haptics, Acoustics, Colors, Materials and Finish</p> <p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>	<p>3:05pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:20pm - Creating a Sustainable Electric Vehicle Supply Chain</p> <p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>	<p>3:15pm - AI and Analytics</p> <p>3:45pm - END OF DAY ONE - NETWORKING & VIRTUAL DRINKS</p>

SESSIONS

DAY 2 - 19/08/2020

ADAS & Autonomous Vehicles

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Welcome from Informa Tech Automotive Group

10:45am - 11:00am

Shared Mobility in the Age of Social Distancing

11:00am - 11:20am

KEYNOTE SESSIONS: TRENDS

- How can MSPs pivot their operating model to ensure consistent revenue while maintaining passenger safety?
- What can mobility companies do to overcome barriers to consumer adoption of shared mobility services?
- Are insurers prepared for the new normal mobility model?

NETWORKING BREAK & EXHIBITION VISIT

11:20am - 11:30am

KEYNOTE SESSIONS: TRENDS

Collaboration and Innovation: How Can Interior Designers, UX Designers and ADAS Engineers Communicate Better?

11:30am - 12:15pm

KEYNOTE SESSIONS: TRENDS

- With side mirrors and rear-view mirrors being replaced by cameras, can we agree on the best spots to place the camera output screens?
- How do we make driver alerts more informative and less annoying?
- Do we standardize how AVs communicate with pedestrians and human drivers?
- How do we improve communication between our various disciplines to make better, smarter vehicles?

LUNCH BREAK - MEET THE SPEAKER SESSION

12:15pm - 1:30pm

KEYNOTE SESSIONS: TRENDS

Ask your burning questions in our virtual speaker room, network or visit some of our virtual exhibitors!

Fuelling Innovation and Design with a User-Centric Approach

1:30pm - 1:50pm

KEYNOTE SESSIONS: TRENDS

- How are automakers bringing new technologies and services together that are not only usable but also add value to the customer enhancing their in-car experience?
- Are automakers choosing a customer first or design first approach? What is the best way to combine the digital with the physical?
- What does the future hold for UX and will automakers favor UX interior design above all else?

NETWORKING BREAK & EXHIBITION VISIT

1:50pm - 2:00pm

KEYNOTE SESSIONS: TRENDS

Setting the Scene – Where Are We Now and Where Are We Going? Understanding the Impact of Mobility on the Automotive Industry

2:00pm - 2:20pm

KEYNOTE SESSIONS: TRENDS

- What will mobility services look like in the “new normal”? Will demand for mobility services go down and will car sharing replace public transport?
- How can we bring technology together to make transportation more efficient and effective?
- Post Covid-19, will mobility services be more important to keep governments on their environmental targets? What bio safety measures must be put in place in order to convince and reassure the general public?

NETWORKING BREAK & EXHIBITION VISIT

2:20pm - 2:30pm

KEYNOTE SESSIONS: TRENDS

LiDAR Driving the Autonomous Car

2:30pm - 2:50pm

TRACK 1: ADAS & AUTONOMOUS

- Will autonomous vehicles ever become fully LiDAR reliant? Should OEM's avoid over-reliance on LiDAR systems? Is LiDAR worth the funding?
- How can LiDAR and HD maps even work compatibly?

HMI Strategies

2:30pm - 2:50pm

TRACK 2: USER EXPERIENCE

- Voice is the biggest platform shift in automotive since the smartphone. How will voice recognition through machine learning and rise of in-car personal assistants enhance the user experience?
- As the number and size of screens increase in the vehicle, will voice technology be the best way for the driver to interact and how will this work if there are multiple screens and users in the vehicle?
- How big a role can HUDs play?
- How can automakers transform the in-car infotainment experience to make it more innovative, appealing, responsive and interactive to their customers thus differentiating themselves from their competitors?

New Concepts and Technology for Enhancing Interiors

2:30pm - 2:50pm

TRACK 3: INTERIORS

- How is Human-Centric Lighting (HCL) taking LED technology and interiors to a new level?
- How is lighting pushing the boundaries to create new possibilities for design and product differentiation?
- Innovations that are improving the passenger experience while providing safety and comfort

Shared Mobility – the development of the ridesharing interior

2:30pm - 2:50pm

TRACK 4: MOBILITY

- Passenger first vehicle experience – as we move up the AV levels, how might the design approach need to evolve to focus more on the passenger than the driver?
- Understanding passenger interaction and the influence on the interior in a ride sharing scenario
- Serviceability of materials as we move towards shared mobility models
- How are materials evolving to account for the heightened need for durability?
- How does the design of the interior need to change to facilitate the ability to refresh quickly with a shared vehicle?
- What can we learn from other mass transit tech companies – aviation, rail etc.

Building a Better UX: New Tools and Strategies

2:30pm - 3:00pm

TRACK 5: ROUND TABLES

- What are the main issues slowing the design process?
- What are the biggest challenges for today's UX designers?
- What tools and methodologies can help UX designers create better products faster?

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 1: ADAS & AUTONOMOUS

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 2: USER EXPERIENCE

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 3: INTERIORS

SESSIONS

DAY 2 - 19/08/2020

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NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm
TRACK 4: MOBILITY

Safety Systems for Level 2-plus and Above

3:00pm - 3:20pm
TRACK 1: ADAS & AUTONOMOUS

- How are safety systems evolving to give drivers and passengers more freedom to move about the cabin while still being able to protect them in crashes when they are out of position or sleeping?
 - What are the best cabin-monitoring and sensor strategies for these use cases?
 - What new partnerships and supply chains are evolving from these new requirements?
-

Automotive Meets Finance – The Rise of Auto Fintech

3:00pm - 3:20pm
TRACK 2: USER EXPERIENCE

- With in-car payments on the rise, how is fintech making an impact on the auto industry?
 - What is the future of E-Wallets, and will it give way to blockchain and cryptocurrency?
 - Connected car commerce is a billion-dollar opportunity. What do automakers need to do to ensure they get a share of this lucrative market?
 - What commercial collaborations need to take place to go beyond the usual pay at pump, tolls and parking payments that most drivers are already do?
-

The Rise of Cabin Sensing and Related Technologies

3:00pm - 3:20pm
TRACK 3: INTERIORS

- How to combine artificial intelligence with sensors, cameras and biometric data to determine not only the occupant's physiological state, but their emotional state as well.
 - Mood-aware technologies through multi-sensor approach
 - Rapid detection of distraction, drowsiness and fatigue.
 - Creating a personalized environment for each occupant with customized stimuli, including climate, lighting, fragrances, audio
 - Offering customized on-demand services such as podcasts, in-car exercise programs, seat massages.
-

Creating a Long Term Profitable and Sustainable Mobility Business Model

3:00pm - 3:20pm
TRACK 4: MOBILITY

- What more must be done to secure MaaS' place as a replacement to vehicle ownership?
 - The generic shared mobility business model is not profitable. What must change to counteract this? Who bears the burden of ensuring profitability and sustainability?
 - How can micro mobility distance itself from shared mobility? Given the decreased necessary capital for micro mobility, is this key to providing last mile transportation?
-

What Will the "New Normal" Look Like for Shared Mobility and Public Transport?

3:00pm - 3:30pm
TRACK 5: ROUND TABLES

- How can MaaS ensure a more environmentally and sustainable future?
 - Will we be able to lure urban passengers back to public transport?
 - Will ride hailing become the new normal?
-

NETWORKING BREAK & EXHIBITION VISIT

3:20pm - 3:30pm
TRACK 1: ADAS & AUTONOMOUS

NETWORKING BREAK & EXHIBITION VISIT

3:20pm - 3:30pm
TRACK 2: USER EXPERIENCE

NETWORKING BREAK & EXHIBITION VISIT

3:20pm - 3:30pm
TRACK 3: INTERIORS

NETWORKING BREAK & EXHIBITION VISIT

3:20pm - 3:30pm
TRACK 4: MOBILITY

Challenges and Opportunities – The Next Steps in the Evolution of the Connected Car

3:30pm - 3:40pm
TRACK 1: ADAS & AUTONOMOUS

- How to overcome the challenges of sensor, connectivity and distribution
 - Optimizing ADAS and infotainment applications
 - Building an optimized network with best-of-breed elements through advanced intelligent in-vehicle architecture
-

Measuring desirability – How Can Automakers Keep Car Buying Emotive

3:30pm - 3:50pm
TRACK 2: USER EXPERIENCE

- How do consumers understand new technology in today's vehicles?
 - Do the general public like all this new tech and is it really bringing the driving experience to a new level or is the experience the same just done a different way?
 - How can automakers measure desirability in the car? Can UX bring about a new equation of desirability?
 - With every car doing so much how can automakers focus on the personal experience?
 - How sensors are not only reshaping the interior of the car but also changing the driver's experience
-

How Can Designers Future Proof Interiors?

3:30pm - 3:50pm
TRACK 3: INTERIORS

- Creating user-centric interiors and experiences for consumers accustomed to the 2-year product cycles of consumer electronics requires a change in culture and new tools and methodologies. It's not just about adding new features anymore; it's about doing things like bringing customers into the studio, observing them as they interact with vehicle simulators and with futuristic concepts and sketches.
 - How can designers and design studios adapt to such changes?
 - What tools can be used?
 - What can be learned from other industries?
-

Panel Discussion: Smart Cities & the Value of Public-Private Partnerships

3:30pm - 3:50pm
TRACK 4: MOBILITY

- How can companies and administrative departments collaborate to ensure the advancement of smart cities?
 - Public-private partnerships are key to developing smart city initiatives, but one side is always catching up with the other. What must happen to change this?
 - How can entry into public-private partnerships be eased?
-

The Future of Smart Surfaces

3:30pm - 4:00pm
TRACK 5: ROUND TABLES

- Understanding the potential role of touch activation in the connected car
 - When will we see widespread usage of intelligent materials and responsive surfaces?
-

SESSIONS

DAY 2 - 19/08/2020

ADAS & Autonomous Vehicles

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**END OF DAY TWO - SEE YOU TOMORROW FOR
OUR FINAL DAY!!**

4:00pm - 5:00pm

SCHEDULE

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10:00AM	10:45am - Welcome from Informa Tech Automotive Group	10:45am - Welcome from Informa Tech Automotive Group	10:45am - Welcome from Informa Tech Automotive Group	10:45am - Welcome from Informa Tech Automotive Group	10:45am - Welcome from Informa Tech Automotive Group	10:45am - Welcome from Informa Tech Automotive Group
11:00AM	11:00am - Shared Mobility in the Age of Social Distancing 11:20am - NETWORKING BREAK & EXHIBITION VISIT 11:30am - Collaboration and Innovation: How Can Interior Designers, UX Designers and ADAS Engineers Communicate Better?					
12:00PM	12:15pm - LUNCH BREAK - MEET THE SPEAKER SESSION					
1:00PM	1:30pm - Fuelling Innovation and Design with a User-Centric Approach 1:50pm - NETWORKING BREAK & EXHIBITION VISIT					
2:00PM	2:00pm - Setting the Scene – Where Are We Now and Where Are We Going? Understanding the Impact of Mobility on the Automotive Industry 2:20pm - NETWORKING BREAK & EXHIBITION VISIT	2:30pm - LiDAR Driving the Autonomous Car 2:50pm - NETWORKING BREAK & EXHIBITION VISIT	2:30pm - HMI Strategies 2:50pm - NETWORKING BREAK & EXHIBITION VISIT	2:30pm - New Concepts and Technology for Enhancing Interiors 2:50pm - NETWORKING BREAK & EXHIBITION VISIT	2:30pm - Shared Mobility – the development of the ridesharing interior 2:50pm - NETWORKING BREAK & EXHIBITION VISIT	2:30pm - Building a Better UX: New Tools and Strategies

SCHEDULE

DAY 2 - 19/08/2020

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TIME	KEYNOTE SESSIONS: TRENDS	TRACK 1: ADAS & AUTONOMOUS	TRACK 2: USER EXPERIENCE	TRACK 3: INTERIORS	TRACK 4: MOBILITY	TRACK 5: ROUND TABLES
3:00PM		<p>3:00pm - Safety Systems for Level 2-plus and Above</p> <p>3:20pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:30pm - Challenges and Opportunities – The Next Steps in the Evolution of the Connected Car</p>	<p>3:00pm - Automotive Meets Finance – The Rise of Auto Fintech</p> <p>3:20pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:30pm - Measuring desirability – How Can Automakers Keep Car Buying Emotive</p>	<p>3:00pm - The Rise of Cabin Sensing and Related Technologies</p> <p>3:20pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:30pm - How Can Designers Future Proof Interiors?</p>	<p>3:00pm - Creating a Long Term Profitable and Sustainable Mobility Business Model</p> <p>3:20pm - NETWORKING BREAK & EXHIBITION VISIT</p> <p>3:30pm - Panel Discussion: Smart Cities & the Value of Public-Private Partnerships</p>	<p>3:00pm - What Will the “New Normal” Look Like for Shared Mobility and Public Transport?</p> <p>3:30pm - The Future of Smart Surfaces</p>
4:00PM	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>	<p>4:00pm - END OF DAY TWO - SEE YOU TOMORROW FOR OUR FINAL DAY!!</p>

Keynote Panel Discussion: Panel Discussion: The Complexity and Layered Landscape of Cybersecurity

11:00am - 11:45am

KEYNOTE SESSIONS: TRENDS

- Are sensors being developed and installed in cars too quickly? What are the consequences?
- Should OEMs install their own security for each component or rely on suppliers?
- Discover whether blockchain is the potential solution for suppliers and OEMs

BREAK - MEET THE SPEAKERS SESSION

11:45am - 12:00pm

KEYNOTE SESSIONS: TRENDS

Ask your burning questions in our virtual speaker room, visit some of our exhibitors or simply start networking!

Partner Keynote Presentation

12:00pm - 12:20pm

KEYNOTE SESSIONS: TRENDS

LUNCH, NETWORKING & EXHIBITION BREAK

12:20pm - 1:30pm

KEYNOTE SESSIONS: TRENDS

How Will Voice Technology Reshape the Future of the Automotive Industry?

1:30pm - 1:50pm

KEYNOTE SESSIONS: TRENDS

- What are the trends driving voice AI and how will they affect the automotive industry in the "new normal"?
- Will voice lead in-car applications and will automakers now adopt a voice first strategy?
- How will voice interaction enhance the user experience and create brand loyalty?

NETWORKING BREAK & EXHIBITION VISIT

1:50pm - 2:00pm

KEYNOTE SESSIONS: TRENDS

User Intervention and Interaction – Guiding Your Design to be More Efficient and Effective

2:00pm - 2:20pm

TRACK 1: ADAS & AUTONOMOUS

- Is there need for more testing and measuring on driver understanding and intervention?
- Has the ADAS user interface become too complicated and confusing? Is there a need for consistency of how OEMs are approaching different suits of functionality?
- Are ADAS Systems keeping drivers safer or causing more distraction?
- Take over issue – is this a case for moving straight to Level 5?

Panel Discussion: The Software Defined Vehicle (Part 1)

2:00pm - 2:20pm

TRACK 2: SOFTWARE DEFINED VEHICLE

- As hardware begins to enable increasingly dominant software, what more can OEM's do to ensure technical cohesion in the vehicle?
- How can software companies capitalize on this trend to work directly with automotive manufacturers in the future?
- What developments to connectivity and IoT information will the software defined vehicle create?
- How can OEMs benefit from these software innovations?

Deep-Level Software Security

2:00pm - 2:20pm

TRACK 3: CYBERSECURITY

- As vehicle self-repair capabilities increase what more must be done to ensure OTA updates are not hindered?
- How great is the need for security software modularity?

From Startup to Automaker – What's the Best Way to Integrate a Startup into a Traditional Business?

2:00pm - 2:20pm

TRACK 4: DISRUPTORS & INVESTMENT

- The need for an "out of box" business model to retain and motivate a newly integrated startup
- Getting a cross functional team together to work innovatively and efficiently
- Should startups be integrating into a traditional automakers way of life, or should the separation always exist in order to stimulate innovation?

What Impact will Biometrics Have Post Covid-19?

2:00pm - 2:30pm

TRACK 5: ROUND TABLES

- Will biometrics prove to be the force of change in the automotive industry?
- How will biometrics enhance safety and security?
- What impact will privacy and consent issues play?

NETWORKING BREAK & EXHIBITION VISIT

2:20pm - 2:30pm

TRACK 1: ADAS & AUTONOMOUS

NETWORKING BREAK & EXHIBITION VISIT

2:20pm - 2:30pm

TRACK 2: SOFTWARE DEFINED VEHICLE

NETWORKING BREAK & EXHIBITION VISIT

2:20pm - 2:30pm

TRACK 3: CYBERSECURITY

NETWORKING BREAK & EXHIBITION VISIT

2:20pm - 2:30pm

TRACK 4: DISRUPTORS & INVESTMENT

Testing & Measuring the Autonomous Vehicle

2:30pm - 2:50pm

TRACK 1: ADAS & AUTONOMOUS

- How 'safe' does an AV currently have to be?
- Understanding current safety assessment and verification processes
- Is simulation testing the key to AV homologation?
- What will be the effect of the March UNECE regulations on homologation? How do the regulations hinder level three developments, and how can OEM's overcome this?

Panel Discussion: The Software Defined Vehicle (Part 2)

2:30pm - 2:50pm

TRACK 2: SOFTWARE DEFINED VEHICLE

- As hardware begins to enable increasingly dominant software, what more can OEM's do to ensure technical cohesion in the vehicle?
- How can software companies capitalize on this trend to work directly with automotive manufacturers in the future?
- What developments to connectivity and IoT information will the software defined vehicle create?
- How can OEMs benefit from these software innovations?

SESSIONS

DAY 3 - 20/08/2020

ADAS & Autonomous Vehicles

August 18-20, 2020

100% Virtual

Live and OnDemand

Understanding the Impact of Increasing Levels of Autonomy on Cyber Risks

2:30pm - 2:50pm

TRACK 3: CYBERSECURITY

- What cybersecurity issues need to be resolved to ensure L2 & L3 autonomous reliability
- How is cyber-resilience measured? How are attacks defended? What more can be done to decrease vehicle vulnerability?
- What unique challenges do V2X systems pose to autonomous vehicles? How will teleoperations help and hinder this risk?

Panel Discussion 1: An ACES Investment Study

2:30pm - 2:50pm

TRACK 4: DISRUPTORS & INVESTMENT

- Which ACES areas are seeing the greatest funding? And where is this funding coming from?
- As technology becomes more expensive what effect will this have on investments?
- How do US investments compare with that of Europe and Asia Pacific?

The Impact of Covid-19 on Customer Relationships

2:30pm - 3:00pm

TRACK 5: ROUND TABLES

- How can digitization allow for a wider customer base?
- Could subscription models and contactless delivery be a necessity in the new normal?

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 1: ADAS & AUTONOMOUS

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 2: SOFTWARE DEFINED VEHICLE

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 3: CYBERSECURITY

NETWORKING BREAK & EXHIBITION VISIT

2:50pm - 3:00pm

TRACK 4: DISRUPTORS & INVESTMENT

How Autonomy, Connectivity and Machine Learning are Driving the Future of Agriculture

3:00pm - 3:20pm

TRACK 1: ADAS & AUTONOMOUS

- What can the automotive industry learning from an industry that has been using highly automated vehicles for over a decade?
- How has the agricultural industry overcome many of the same self-driving technology challenges car manufacturers are facing today?
- How real-time data sharing enabled by IoT and connectivity creates better ways of conducting important tasks?
- In what way is machine learning unlocking opportunities for farmers to make more accurate decisions at tremendous scale?

Digitalization of the Industry

3:00pm - 3:20pm

TRACK 2: SOFTWARE DEFINED VEHICLE

- Is software where the real disruption is taking place in the automotive industry?
- How are automakers using software to define the user experience?
- What is the best way for automakers to manage all the different software brands effectively?

Cybersecurity – Who or What is the Weakest Link?

3:00pm - 3:20pm

TRACK 3: CYBERSECURITY

- The more cars become connected the more chance of a hack, but what is the weakest link, and how are we dealing with it?
- The convenience for more technology and the seamless user experience in cars is huge but at what cost?
- As the industry speeds down the technology highway, Government and Infrastructure lags – will hackers gain access via poorly secured traffic lights, charging spots etc?

Panel Discussion 2: An ACES Investment Study

3:00pm - 3:20pm

TRACK 4: DISRUPTORS & INVESTMENT

- Which ACES areas are seeing the greatest funding? And where is this funding coming from?
- As technology becomes more expensive what effect will this have on investments?
- How do US investments compare with that of Europe and Asia Pacific?

Developments in ADAS

3:00pm - 3:30pm

TRACK 5: ROUND TABLES

- What more can be done to ensure consumer understanding of ADAS functions?
- How is data helping to develop the next generation of assistance systems?

END OF FESTIVAL OF AUTOMOTIVE

3:30pm - 4:30pm

SCHEDULE

DAY 3 - 20/08/2020

ADAS & Autonomous Vehicles

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TIME	KEYNOTE SESSIONS: TRENDS	TRACK 1: ADAS & AUTONOMOUS	TRACK 2: SOFTWARE DEFINED VEHICLE	TRACK 3: CYBERSECURITY	TRACK 4: DISRUPTORS & INVESTMENT	TRACK 5: ROUND TABLES
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1:00PM	<p>1:30pm - How Will Voice Technology Reshape the Future of the Automotive Industry?</p> <p>1:50pm - NETWORKING BREAK & EXHIBITION VISIT</p>					
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