

AV17

Autonomous Vehicles  
DETROIT

AUGUST 22-24, 2017 • MGM GRAND • DETROIT, MI

**SHAPING THE FUTURE OF SOCIETY**

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# Accelerating Autonomy & Acceptance

From horse-drawn carriages to steam-powered wagons and now, the approach of self-driving vehicles, it truly is an exciting time to be alive. The automotive industry is certainly undergoing a rapid wave of innovation that will forever define the future of mobility for society. But as expected, numerous roadblocks stand in the way of autonomous vehicles becoming a true reality.

Technological challenges, regulatory hurdles, and the subsequent implications of these systems on “society and organizations” are what we face in the coming years. As OEMs, suppliers, and software developers move forward in commercializing AVs as well as the necessary technologies for seeing, driving, and learning, we are confronted with such questions like...

- How can we expand the operational design domain of vehicles to achieve higher levels of autonomy while balancing costs and benefits?
- How will the regulatory and insurance/liability landscapes shift to support development of automated vehicles?
- How will these autonomous systems be adapted into society? Can we change consumer perceptions?

These questions cannot be answered by one person or company alone. The **Autonomous Vehicles 2017 Detroit Summit** returns to **Detroit, MI** for its third iteration on **August 22-24** to bring together those striving to realize a new age of automobiles and intelligent transportation systems.

Seize this opportunity to shape the future of transportation! We cannot wait to see what extraordinary outcomes result from the bonds you form and solutions you discover.

Best Regards,

*Frankie Yip*

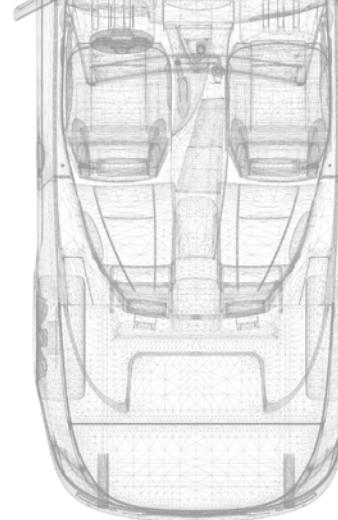


Frankie Yip  
Summit Director

*Kevin Steinberger*



Kevin Steinberger  
Summit Director



A man in a dark suit and tie is sitting in a car, looking out the window. His hands are clasped together on the center console. The image is dimly lit with a blue tint.

SPEAKERS WITH THEIR FOOT ON THE GAS.

## KEYNOTE SPEAKER:



# YoungWoo Seo

Senior Director of Perception, Autonomous System Development

hyperloop|one

**SESSION:**

Envisioning the Future of Mobility

*“The intersection of automotive, artificial intelligence, sensors and Internet-of-things is the most complex, exciting, and challenges spaces in technology today.”*

## FEATURED SPEAKERS:



# Dr. Lakshmi Thanayankizil

Wireless Connectivity Specialist / Researcher



# Max Glover

General Manager,  
Global Automotive Business Development



## FIRESIDE CHAT:

Mastering Vehicle Connectivity as a Precursor to Autonomous Driving

## FEATURED SPEAKERS:



# Mark Crawford Jr.

Chief Engineer for Autonomous Driving Systems



**Great Wall**

### SESSION:

Actualization for Highly Automated Vehicles

# Celeste Callahan

Chief Technology Counsel



FIAT CHRYSLER AUTOMOBILES

### SESSION:

Vehicle-Related Liability Arising in Information Technology



## FEATURED SPEAKERS:



# Kristin Kolodge

**Executive Director, Driver Interaction and Human Machine Interface**

**J.D. POWER**

**SESSION:**

Human Interaction with AV Systems and the Laws of Trust

# Prof. Christopher P. Thomas

**Vice President and Chief Technology Officer**

 **BorgWarner**

**SESSION:**

How to Predict the Propulsion Systems of Autonomous Vehicles



# SPEAKERS:

## **Ted Serbinski**

Managing Director

**Techstars Mobility**



## **Tim Woods**

General Manager | Founder

**Autonomous Vehicles  
Alliance | POCO Labs**



## **Dr. Andre Weimerskirch**

Vice President of  
Cyber Security

**Lear Corporation**



## **Dan Sturges**

Director of Urban  
Mobility Design

**Local Motors**



## **Mark de la Vergne**

Chief of Mobility Innovation

**City of Detroit,  
Mayor's Office**

## **Dr. Phillip Koopman**

Associate Professor  
Co-Founder and CTO

**Carnegie Mellon University  
Edge Case Research**



# SPEAKERS:

## **Jessica Robinson**

Director, City Solutions

**Ford Motor Company**



## **Upton Bowden**

New Technology  
Planning Director

**Visteon Corporation**



## **Allison Drutchas**

Counsel, Autonomous  
Vehicles

**General Motors**



## **Mike Nelson**

VP of Healthcare and  
Transportation

**DigiCert**

## **Shan Bhattacharya**

Director, Business  
Development

**LDRA**



## **Fabrice Derepas**

CEO

**TrustInSoft**



# SPEAKERS:



**Dr. Håkan Sivencrona**  
Safety Program Manager,  
ADAS  
**ZENUTY**

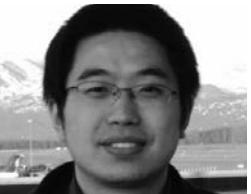
**CHAIRMAN**



**Dr. Robert Thibadeau**  
Founding Director | Chairman  
and CEO  
**Robotics Institute, Carnegie  
Mellon University | Drive  
Trust Alliance**



**Dr. Zhenchun Xia**  
ADAS/Autonomous Vehicle  
Systems Engineer  
**Autoliv**



**Dr. Wuming Jing**  
Assistant Professor, A. Leon  
Linton Dept. of Mechanical  
Engineering  
**Lawrence Technological  
University**



**Brian Baker**  
Founder  
**AutoArchaeology**



**Akshay Anand**  
Executive Analyst  
**Kelley Blue Book**



**Russell Vegh**  
Principal Member, Technical  
Staff  
**AT&T**



**Greg Toroosian**  
Lead Engineering Recruiter  
**Hyperloop One**



**Matthew Boyer**  
Co-Founder and COO  
**Zylter Inc.**



**Michael Ger**  
General Manager, Industrial  
Manufacturing and  
Automotive Solutions  
**Hortonworks**



**Jeffrey Tumlin**  
Director of Strategy Former  
Director  
**Nelson\Nygaard |  
Oakland Department of  
Transportation**



**Timothy Yerdon**  
Head of Global Marketing and  
Communications  
**Visteon Corporation**



**Alexandra Heckler**  
Program Director | Lead  
Associate, Cyber Strategy  
**Auto-ISAC | Booz Allen  
Hamilton**



**John Feland**  
CEO and Founder  
**Argus Insights**



**Charlie Rossi**  
Lead Innovation Engineer  
**Erwin Hymer Group North  
America, Inc.**



**Chris Stallman**  
Partner  
**Fontinalis Partners**



**Mark Platshon**  
Managing Director  
**Icebreaker Ventures,  
Autonomous World Fund**



**Geoffrey Wood**  
Director of Business  
Development, Automotive Cyber  
Security  
**HARMAN Connected Services**



**Kyle Walworth**  
Vice President of Automotive  
Solutions  
**HARMAN Connected Services**



**Jake Li**  
Market Engineer III  
**Hamamatsu**



**Catherine Muir**  
Of Counsel  
**Baker & McKenzie**



**Debbie Dingell**  
U.S. Congresswoman  
**Michigan's 12th  
Congressional District**



**Joel Adams**  
Director of Engineering &  
Innovation  
**Erwin Hymer Group North  
America, Inc.**



**Joel Hoffmann**  
CEO  
**Hoffmann Group  
Consulting, LLC**



**Scott McCormick**  
President  
**Connected Vehicle Trade  
Association**



**Jason Isaacs**  
General Counsel  
**Green Hills Software**



**Allan Hoffman**  
Chief Engineer, ADAS  
Systems Integration  
**Bordrin Motor Corporation**



**Nicolaus Radford**  
Co-Founder & CTO  
**Houston Mechatronics, Inc.**



**Matt Mackay**  
Senior Risk Manager,  
Product Cybersecurity  
**General Motors**



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COME AND **EXPERIENCE IT FOR YOURSELF.**

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# WHAT ATTENDEES ARE SAYING:

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*“Learned the latest technologies and policy making status about Autonomous Driving. Great conference!”*



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*“This was a great opportunity to understand where is autonomous vehicle development heading to for the next 5 years.”*



## WHAT ATTENDEES ARE SAYING:



*“It’s been extremely valuable to meet the key suppliers and better understand the state of technology in this space.”*

**CROWN**

*“Great networking and crossing of minds between suppliers and partners.”*

**FCA**  
FIAT CHRYSLER AUTOMOBILES

*“Industry networking with very relevant and forward thinking people.”*

**hyperloop | one**



A group of diverse professionals in a modern office setting, looking at a tablet device together.

BRINGING TOGETHER THE FUTURE OF AUTONOMY.

# WHO IS ATTENDING:

*“We bring together the leading engineers, innovators and executives driving the future of autonomy”*

## A FEW OF OUR PAST ATTENDEES INCLUDE:



FIAT CHRYSLER AUTOMOBILES



## FROM ALL AROUND THE WORLD, INCLUDING:

BELGIUM	FRANCE	JAPAN	UNITED KINGDOM
CANADA	GERMANY	NETHERLANDS	UNITED STATES
CHINA	INDIA	SOUTH AFRICA	
COSTA RICA	ISRAEL	SOUTH KOREA	



## AND SOME OF THE MOST DISRUPTIVE PLAYERS IN THE SPACE:



TO VIEW A FULL BREAKDOWN OF ATTENDING COMPANIES AND DEMOGRAPHICS

[CLICK HERE](#)



THE MASTERMINDS BEHIND THE CONTENT.

# AV17 THINK TANK

*Our content is designed by our think tank of industry influencers to ensure it is packed with the most relevant / innovative information, delivered by the visionaries driving the sector forward.*



## Georgios Stathousis

Strategic Consultant, Automotive

**Auto2x**

ADAS & Autonomous Driving

Strategy Consultant

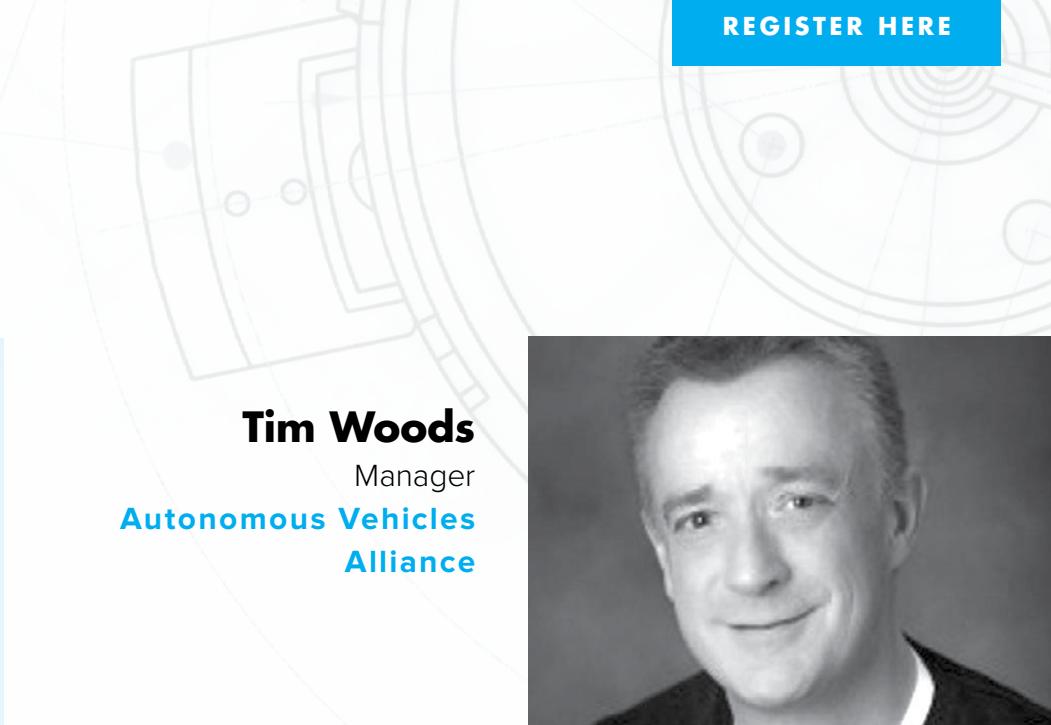
**Jaguar Land Rover**



## Brian Baker

Founder

**AutoArcheology**



## Tim Woods

Manager

**Autonomous Vehicles  
Alliance**



## Alex Epstein

Senior Director of Digital  
Strategy and Content

**National Safety Council**



## Catherine Muir

Of Counsel

**Baker & McKenzie**



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DON'T BE CAUGHT IN THE SLOW LANE.

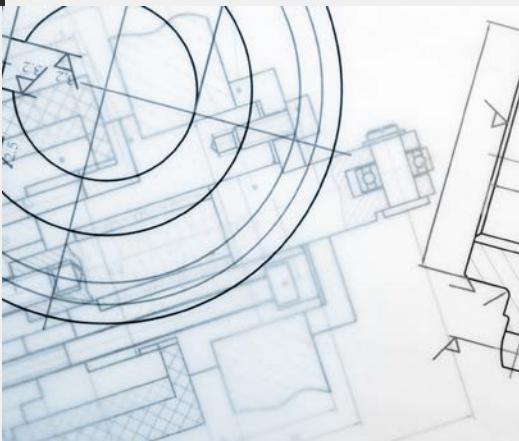
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# LEARN FROM THE COMPETITION:



## FORMING STRONGER BONDS

Go beyond just business cards. Take the first step towards establishing valuable partnerships by conversing, learning, and sharing during our networking breaks.



## KNOWLEDGE IS POWER

Sessions on visioning systems and cyber security to testing requirements and consumer perceptions, expand your breath and depth of knowledge to discover the answers you need.



## THE WORLD OF START-UPS

Scope out new competitors and potential collaborators entering the race towards autonomy. Acquire the intelligence you need to stay ahead!



## HOW WILL YOU REACH YOUR DESTINATION?

Build a strategy for accomplishing your objectives by choosing from a variety of subject specific workshops, interactive discussion groups, panels, and tracked sessions.



## REALIZATION OF TECHNOLOGY

Join our exhibitors as they showcase their technologies and vehicles outfitted with the necessary systems to bring about the future of mobility. Who knows? You might find your next business partner here.



A dark, moody photograph of a diverse group of professionals in a modern office. They are all looking towards the right side of the frame, where a bright light source is partially visible, creating a dramatic effect. The individuals are dressed in business attire, including suits and ties. The background is dark and out of focus.

THE ONLY **CROSS-INDUSTRY** AUTONOMOUS EVENT.

# AV17 PRE-SUMMIT MASTER CLASSES | AUGUST 22ND, 2017

8:00 AM

## REGISTRATION AND COFFEE

TRACK:

### TECHNOLOGICAL CHALLENGES: ANALYSIS, TESTING, & EVALUATION

#### CHALLENGES AND SOLUTIONS TO AUTONOMOUS VEHICLE – FROM SYSTEM PERSPECTIVE

Address the challenges/solutions regarding the autonomous vehicle, including scene perception, objects recognitions, autonomous driving decision making and functional safety requirements. The systematic architecture of autonomous vehicle to meet these challenges and requirements will be discussed. The state of art and critical controls/algorithms like computer vision, machine learning will be investigated as well.

- Challenges for Autonomous Vehicle: Highly Accurate and Real Time Environment Perception, Driving Decision Making and Actuators Operations under Extremely Complicated Driving Conditions
- Rigorous Functional Safety Requirements for Autonomous Vehicle: Redundant System Architecture, Different Controlling level (Safety and Performance), Fault-tolerance in Different Critical Domains (Communication, Signal fusion, Power supply, etc.)
- State of Art Controls/Algorithms for Autonomous Vehicle: Computer Vision, Machine Learning, Path Planning to Boost the Intelligence of “Level 3”, and future “Level 4” Autonomous Driving

Dr. Zhenchun Xia, ADAS/Autonomous Vehicle Systems Engineer, [Autoliv](#)

Dr. Wuming Jing, Assistant Professor, A. Leon Linton Dept. of Mechanical Engineering, [Lawrence Technological University](#)

9:00 AM

## NETWORKING BREAK & REFRESHMENTS

# AV17 PRE-SUMMIT MASTER CLASSES | AUGUST 22ND, 2017

## ADAPTING TO THE EVOLVING AUTOMOTIVE SAFETY & SECURITY LANDSCAPE

Rapid advancements in autonomous vehicles and specific enabling systems such ADAS, telematics, active and passive safety, and advanced sensors and controllers are forcing organizations to rethink their approaches towards safety and security. In the world of software where organizations have to keep up with the accelerating requirements for safety and security, new standards, methodologies, and technologies are rapidly evolving.

In this presentation, attendees will learn how industry-proven software development and verification techniques can improve the reliability and resiliency of the software while demonstrating compliance to industry standards.

- Apply traceability practices to reconcile application life-cycle management, model based design, and automated verification systems
- Avoid dangerous coding practices and apply secure coding standards quickly and cost-effectively
- Develop reliable, maintainable, and portable software using the MISRA family of standards
- Efficiently test code using automated tools
- Prove that software security practices are being followed throughout the development lifecycle
- Develop secure code while meeting cost and schedule demands

Shan Bhattacharya, Director, Business Development, [LDRA](#)

10:45 AM

12:15 PM

LUNCH

TRACKS:

[AUTOMATED TECHNOLOGIES ACROSS INDUSTRIES](#)

[TALENT ACQUISITION/MANAGEMENT](#)

### STARTING SMALL IN AV TECHNOLOGY: DRONES AND GROUND ROBOTIC VEHICLES

- Enabling unmanned vehicles to perform complex series of tasks without human intervention
- Commercial and defense applications of technologies
- Advancements in robotics research and development

Nicolaus Radford, Co-Founder & CTO, [Houston Mechatronics, Inc.](#)

### WORKSHOP/PANEL DISCUSSION: LEADERS PIONEERING BREAKTHROUGHS IN AV TECHNOLOGIES

- New companies popping up with expertise in computer vision, robotics, intelligence systems, AI, etc.
- Investments in research and innovation clusters as well as testing sites
- Embracing a Silicon Valley-like culture and working with a variety of tech start-ups

Ted Serbinski, Managing Director, [Techstars Mobility](#)

Chris Stallman, Partner, [Fontinalis Partners](#)

Mark Platshon, Managing Director, Icebreaker Ventures, [Autonomous World Fund](#)

1:15 PM

#AV17

CONTACT US

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# AV17 PRE-SUMMIT MASTER CLASSES | AUGUST 22ND, 2017

2:45 PM

## NETWORKING BREAK & REFRESHMENTS

### DESIGNING THE AV FUTURE WITH CONSUMERS + CITIES

- Exploring new ways to develop new mobility vehicles and services by co-designing with the public and others.
- Supporting bottom-up co-design programs to limit transformational friction from widespread AV adoption
- Leveraging coming significant vehicle fragmentation as consumers adopt multi-mobility over vehicle ownership models

Dan Sturges, Director of Urban Mobility Design, [Local Motors](#)

3:00 PM

4:30 PM

## END OF MASTER CLASSES

# AV17 MAIN SUMMIT DAY ONE | AUGUST 23RD, 2017

7:30 AM

## REGISTRATION & REFRESHMENTS

8:25 AM

### CHAIRMAN'S OPENING REMARKS

Dr. Håkan Sivencrona, Safety Program Manager, ADAS, [ZENUITY](#)

8:30 AM

### OPENING KEYNOTE: ENVISIONING THE FUTURE OF MOBILITY

- Society's adoption of new transportation platforms and changes in the concept of mobility
- Advancements in AI, robotics, autonomous capabilities and the impact on new mobility options
- Creating a robust, autonomous platform and enable unprecedented high-speed travel

YoungWoo Seo, Senior Director of Perception, Autonomous System Development, [Hyperloop One](#)

9:10 AM

### PANEL DISCUSSION: THE FUTURE OF CITIES

- How should cities prepare for autonomous vehicles?
- What are the early type of applications and deployments in cities?
- How can cities and private sector work to develop win/wins?
- What are the long term policy impacts of AVs on cities?

#### Panelists

Mark de la Vergne,  
Chief of Mobility Innovation,  
[City of Detroit, Mayor's Office](#)

Jeffrey Tumlin,  
Director of Strategy,  
[Nelson\Nygaard](#);  
Former Director, [Oakland Department of Transportation](#)

Dan Sturges,  
Director of Urban Mobility  
Design, [Local Motors](#)

Jessica Robinson,  
Director, City Solutions,  
[Ford Motor Company](#)

9:50 AM

### FIRESIDE CHAT: MASTERING VEHICLE CONNECTIVITY AS A PRECURSOR TO AUTONOMOUS DRIVING

- Designing vehicle systems to allow for constant and real-time transfer of basic safety messages
- Expansion of 5G mobile networks to deliver faster data transfers between systems
- Preparing the cloud to store constant data from surrounding objects and deliver this information to vehicles

Dr. Lakshmi Thanayankizil, Wireless Connectivity Specialist / Researcher, [General Motors](#)  
Max Glover, General Manager, Global Automotive Business Development, [Intel Corporation](#)

10:30 AM

## TECHNOLOGY SHOWCASE PART 1

# AV17 MAIN SUMMIT DAY ONE | AUGUST 23RD, 2017

11:30 AM

## CYBER SECURITY PROTOCOLS

### VEHICLES TRANSFORM INTO COMPUTERS: SECURING AND PROTECTING THE NETWORK OF CONTROLS

- Securing ECUs and bus controllers to prevent potential takeover of safety-critical systems
- Threat detection and scanning to find any anomalies within vehicle systems
- Establishing the minimum security standards that need to be met in order to avoid potential liabilities

Dr. Andre Weimerskirch, VP of Cyber Security, [Lear Corporation](#)

## ORGANIZATIONAL IMPACTS

### STRATEGIC PLANNING & IMPLEMENTATION OF AVS IN ORGANIZATIONS

- Can AVs improve the safety, efficiency, and competitiveness of my operation(s)
- Which of my functions can AVs execute or enhance?
- When will these emerging technologies be available for implementation?
- What are the best AV and other technology investments for return on investment (ROI)?
- What are the immediate and long —term impacts to our workforce from technology implementation?

Matthew Boyer, Co-Founder and COO, [Zylter Inc.](#)

12:10 PM

**AUTO-ISAC: INDUSTRY-WIDE COLLABORATION FOR VEHICLE CYBERSECURITY**

Autonomous vehicles are going to save lives, and cybersecurity is a fundamental need to protect the safety, quality, and reliability of this new vehicle technology. As we navigate toward this autonomous future, strong cybersecurity will help us earn the confidence of our regulators and the trust of our customers.

OEMs, suppliers, and the commercial vehicle sector are working individually to build their internal vehicle-focused cyber programs. They have also come together as one industry to collectively address cyber risk through the Automotive Information Sharing and Analysis Center (Auto-ISAC). Please join as our panel of expert representatives from Auto-ISAC share their insights:

- How real are cyber threats today?
- How does the risk landscape change with the deployment of autonomous vehicles?
- What is Auto-ISAC's role? What industry-wide efforts are underway?
- How might cyber-focused information sharing help broader autonomous vehicle engineering?

#### Moderator

Alexandra Heckler, Program Director, [Auto-ISAC](#)

#### Panelists

Geoffrey Wood, Director of Business Development, Automotive Cyber Security, [HARMAN International](#)

Russell Vegh, Principal Member of Technical Staff, [AT&T](#)

Matt Mackay, Senior Risk Manager, Product Cybersecurity, [General Motors](#)

## DEFINING AND DESIGNING TRANSPORTATION

- The original autonomous vehicles; the carriage and the end of the car as we know it
- Why this is a once in a millennium opportunity for us all to become “creators”
- Why mobility is so much more than transportation; it's a social and cultural transformation

Brian Baker, Founder, [AutoArcheology](#)

# AV17 MAIN SUMMIT DAY ONE | AUGUST 23RD, 2017

12:50 PM

## LUNCH

### ENHANCING VISIONING SYSTEMS

#### LIDAR AND SELECTION OF PHOTODETECTORS FOR AUTOMOTIVE INDUSTRY

With the growing number and variety of available technologies that allow for the development of a fully autonomous vehicle, how can engineers and company's select the technology that best suits their needs? Specifically, how do companies select the right photodetectors to meet the automotive industry requirements for LiDAR? Join Hamamatsu who will cover:

- LiDAR and the competing technologies (Camera, Radar, Ultrasonic)
- Summary and overview of different LiDAR designs
- How Hamamatsu can help

Jake Li, Market Engineer III, [Hamamatsu](#)

#### COMBINING ZEN AND INGENUITY: NEXT GENERATION OF ADAS AND AD SYSTEMS

- Increasing processing speeds of data feeding into sensors
- Installation of cameras, radar, ultrasonic, and LiDAR systems
- Sensor fusion to achieve complete awareness of placement within a 3D space
- Rendering 3D maps of the environment from sensor data to navigate roads

Dr. Håkan Sivencrona, Safety Program Manager, ADAS, [ZENUITY](#)

### POLICY INNOVATION

#### INTRODUCING AVS INTO THE REAL WORLD

- How will automated and non-automated vehicles share the roads?
- How will insurance and liability policies shift as Level 3 and 4 vehicles are released into the market?
- How should traffic laws adjust for AVs?
- What are the responsibilities of the driver in highly automated vehicles?

Mark Platshon, Managing Director, Icebreaker Ventures,  
[Autonomous World Fund](#)

1:50 PM

2:30 PM

# AV17 MAIN SUMMIT DAY ONE | AUGUST 23RD, 2017

## INTERACTIVE DISCUSSION GROUPS

During this part of the summit, delegates will be sorted into groups to take part in Interactive Discussions around the topics below. Delegates will get the opportunity to select three topics and will rotate between their choices every 30 minutes. Discussion groups are kept small to ensure all delegates get the opportunity to ask their most pressing questions, ensuring a perfectly tailored experience.

3:10 PM	CHANGES IN SUPPLY CHAIN	GROWING THE TALENT POOL	LEGAL/ETHICAL CONSIDERATIONS FOR AVS	ARTIFICIAL INTELLIGENCE
3:40 PM	DATA PRIVACY/ INFORMATION SECURITY	MACHINE-LEARNING	CHANGES IN INFRASTRUCTURE	CONSUMER ACCEPTANCE

4:10 PM

## NETWORKING BREAK & REFRESHMENTS

### ACTUALIZATION FOR HIGHLY AUTOMATED VEHICLES

- Creating a robust and capable functional platform to base development of AVs
- Executing commands of the decision-making systems within AVs
- Remedying system failures and ensuring vehicles are still functioning on the actualization end
- Redundancies required to be programmed into actualization systems and their impacts

Mark Crawford, Chief Engineer for Autonomous Driving Systems, [Great Wall Motor Co.](#)

4:40 pm

# AV17 MAIN SUMMIT DAY ONE | AUGUST 23RD, 2017

5:20 PM

## HOW TO PREDICT THE PROPULSION SYSTEMS OF AUTONOMOUS VEHICLES

As CO2 targets around the world become more similar, the challenge to improve fuel economy becomes difficult for automakers in every market. The introduction of the World Light Vehicle Test Procedure (WLTP) in Europe makes the speeds and loads on the cycle more similar to the Federal Test Procedure (FTP) in NAFTA than the out-going New European Drive Cycle (NEDC). Although there may be different test cycles, the powertrain solutions will be similar if not the same. Predicting which technologies will be successful and which technologies will provide the most benefit has been presented previously. A brief summary of the previous work will show the future powertrains of conventional human driven vehicles.

The advent of autonomous vehicles and the requirements of those vehicles makes the solution different than the lowest cost solution. Autonomous vehicles still have to move from point A to point B, so they will still need a propulsion system. However, the system will need to be more efficient than the human driven system to offset the autonomous overhead.

This presentation will show the logical requirements and the logical solutions for the propulsion systems of autonomous vehicles. The relevance of high efficiency propulsion systems has never been more relevant, and this presentation will show future propulsion systems for autonomous vehicles and how they will differ from the conventional propulsion systems. Some key technologies to meet the required powertrain efficiencies will also be discussed.

Prof. Christopher Thomas, Vice President and Chief Technology Officer, [BorgWarner](#); Fellow, [Society of Automotive Engineers](#)

6:00 PM



## DRINKS RECEPTION | END OF MAIN DAY ONE

# AV17 MAIN SUMMIT DAY TWO | AUGUST 24TH, 2017

8:00 AM

## REGISTRATION & REFRESHMENTS

**XCCELERATOR! (START-UP COMMUNITY & PITCH COMPETITION IN PARTNERSHIP WITH**



### PARTICIPANTS

Damon X Labs

Derq

SEEVA

cycuro

HAAS Alert

Pitstop

8:45 AM

### **MORNING KEYNOTE: PRIVACY “INVATIONS” FOR CONNECTED AND AUTOMATED VEHICLES**

- Invasion invitations exposed through automated technologies
- Negative side-effects of machine learning: potential data leaks of PII and corporate information
- Integrating data security and privacy protocols within the vehicles' operating systems

Dr. Robert Thibadeau, Founding Director, [Carnegie Mellon Robotics Institute](#); CEO & Chairman, [Drive Trust Alliance](#)

10:00 AM

### **PUBLIC KEY INFRASTRUCTURE: SECURITY SOLUTION FOR CONNECTED VEHICLES**

As self-driving vehicles are coming off the production line, automakers are deploying technology to improve the driving experience, from the infotainment system to enhancing brake and fuel efficiency. Yet, adequate cyber security measures still need to catch up. Whether it's the hacked Jeep or the Nissan Leaf app vulnerability, connected vehicles often fail to implement basic authentication and encryption measures to protect users.

10:30 AM

In this presentation, Mike will talk about what public key infrastructure (PKI) is, and how device manufacturers are using it to provide scalable authentication, encryption and data and system integrity for the vehicle and its connected parts. He will highlight specific use-cases of where PKI is being deployed to address certain cyber vulnerabilities and will also highlight key considerations to be thought through when turning to PKI.

Mike Nelson, Vice President of Healthcare & Automotive, [DigiCert](#)

11:10 AM

## TECHNOLOGY SHOWCASE PART 2

# AV17 MAIN SUMMIT DAY TWO | AUGUST 24TH, 2017

## POWER OF CONNECTIVITY

11:40 AM

### THE CONNECTED CAR IN A CONNECTED WORLD

Hortonworks, in collaboration with the GENIVI Alliance, has been at the forefront of connected vehicle initiatives and discussions. In this session, we will examine a Connected Vehicle pilot currently underway with the City of Las Vegas to assist southern Nevada in tackling challenges associated with pedestrian safety and traffic congestion. Learn how connected vehicle data, when consolidated with city transportation data, can form the basis for planning future mobility solutions.

Michael Ger, General Manager, Industrial Manufacturing and Automotive Solutions, [Hortonworks](#)

Kyle Walworth, Vice President of Automotive Solutions, [HARMAN Connected Services](#)

Ted Serbinski, Managing Director, [Techstars Mobility](#)

Scott McCormick, President, [Connected Vehicle Trade Association](#)

Joel Hoffmann, CEO, [Hoffmann Group Consulting, LLC](#)

## REDEFINING DESIGN

### RETHINKING AND EXPERIMENTING WITH THE INTERIOR SPACE OF AVS

Joel Adams, Director of Engineering & Innovation, [Erwin Hymer Group North America, Inc.](#)

Charlie Rossi, Lead Innovation Engineer, [Erwin Hymer Group North America, Inc.](#)

12:20 PM

### CREATING THE SMART CITY INFRASTRUCTURE OF THE FUTURE

Michael Ger, General Manager, Industrial Manufacturing and Automotive Solutions, [Hortonworks](#)

Kyle Walworth, Vice President of Automotive Solutions, [HARMAN Connected Services](#)

### HUMAN INTERACTION WITH AV SYSTEMS: REDEFINING THE SPACE INSIDE VEHICLES

- Evolution of entertainment systems in the vehicle
- Cabin interior transformation as vehicles become highly automated
- Potential changes in design, lighting, and seating

Kristin Kolodge, Executive Director, Driver Interaction & Human Machine Interface, [J.D. Power](#)

1:00 PM

## LUNCH

# AV17 MAIN SUMMIT DAY TWO | AUGUST 24TH, 2017

2:00 PM

## FIRESIDE CHAT: DECIPHERING THE ROAD AHEAD – LEGAL/POLICY HURDLES IN AN AUTONOMOUS WORLD

Debbie Dingell, U.S. Congresswoman, [Michigan's 12th Congressional District](#)

Allison Drutcas, Counsel, Autonomous Vehicles, [General Motors](#)

## FAST TRACKS FOR AUTONOMY

### SAFETY TESTING & EVALUATION

#### CHALLENGES AND SOLUTIONS IN AUTONOMOUS VEHICLE VALIDATION

- On-road testing needs to be supplemented with a methodical requirements approach due to heavy-tail scenario distributions.
- Automated stress testing is needed in addition to on-road testing to demonstrate safety for exceptional conditions.
- Machine learning pushes requirements validation efforts upstream into training set validation.
- Run time monitoring approaches provide a way to mitigate hazards even for systems under development.

Dr. Phillip Koopman, Associate Professor, [Carnegie Mellon University](#); CTO & Co-Founder, [Edge Case Research](#)

### IMPLICATIONS TO SOCIETY

#### CONSUMER INTERACTIONS: WHO IS READY FOR AUTONOMOUS VEHICLES?

- Market analysis and projected rates of adoption amongst different generations of consumers
- Insights into consumers' perceptions and acceptance of AVs
- Which levels of AVs are consumers most comfortable with adopting?
- What types of consumers are more likely to adopt higher-level AVs?
- Consumers' contextual perspectives on AVs: why, when, and where they're useful – or not

Akshay Anand, Executive Analyst, [Kelley Blue Book](#)

#### COST EFFECTIVE SAFE AND SECURE SOFTWARE FOR AUTONOMOUS CARS

- Survey of the different sectors using safety critical software and associated software development methods
- Specificities of the automotive sectors for software safety and cyber security
- How to deploy cost-effective software development methods for autonomous vehicles

Fabrice Derepas, CEO, [TrustInSoft](#)

#### AUTONOMOUS VEHICLES AND THEIR IMPACT ON SOCIETY: IT'S GOING TO BE COMPLICATED

Frank Schwartz, Principal, [Advanced Automotive Consulting Services, LLC](#)

2:30 PM

## NETWORKING BREAK & RAFFLE DRAWING

# AV17 MAIN SUMMIT DAY TWO | AUGUST 24TH, 2017

## NAVIGATING THE EVOLVING AUTONOMOUS ECOSYSTEM

The Autonomous Vehicle Alliance is a collaborative research organization which focuses on identifying the consumer and customer facing value propositions in the evolving Autonomous Ecosystem. Tim Woods the General Manager of the AVA will share topline research results and answer questions from their latest research projects including:

### **The Global Longitudinal Consumer Perceptions Study**

- What is the common opportunity across the globe with consumers around AV?

### **The Fleet Ecosystem Needs Assessment Research**

- What key factors must be considered when deploying fleet delivery vehicles?

### **Municipal AV Vision Research**

- What is the potential biggest opportunity for OEM's and Tier 1s to work with cities?

Tim Woods, General Manager, [Autonomous Vehicles Alliance](#), Founding Partner, [POCO Labs](#)

John Feland CEO and Founder [Argus Insights](#)

## **PANEL DISCUSSION: NURTURING THE NEXT GENERATION OF AUTOMOTIVE/TECH INNOVATORS**

- Challenges in talent acquisition for the automotive industry as technologies evolve in the AV space
- Efforts that can be made by the industry to help grow the talent pool
- What skills need to be emphasized for future engineers, designers, and technical specialists?

### Moderator

Dr. Håkan Sivencrona, Safety Program Manager, ADAS, [ZENUITY](#)

### Panelists

Greg Toroosian, Lead Engineering Recruiter, [Hyperloop One](#)

Timothy Yerdon, Head of Global Marketing and Communications, [Visteon Corporation](#)

## **CHAIRPERSON'S CLOSING REMARKS**

Dr. Håkan Sivencrona, Safety Program Manager, ADAS, [ZENUITY](#)

5:35 PM

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The Henry Ford is a large indoor and outdoor history museum complex and a National Historic Landmark in the Detroit suburb of Dearborn, Michigan, USA. The museum collection contains the presidential limousine of John F. Kennedy, Abraham Lincoln's chair from Ford's Theatre, Thomas Edison's laboratory, the Wright Brothers' bicycle shop, the Rosa Parks bus, and many more historical exhibits.

#### [GMRENCEN](#)

Rising 73 stories above the Detroit River, the GM Renaissance Center dominates the glittering downtown Detroit skyline. As the epicenter of Detroit's social, dining and business experiences, the GM Ren Cen is an icon of the city. It comprises of seven towers, dozens of stores and services, a financial center, two foreign consulates, a fitness center, a 1,300 room Marriott hotel, four of the city's hottest restaurants and a 1,100 seat food court.

#### [Vinsetta Garage](#)

Custom eats at a true custom joint – just like its history; a place that was built to serve one purpose and preserved to serve the next. With burgers, Union Mac & Cheese, noodle bowls, coal-fired pies and the like: the new crew is working to keep the legend of Vinsetta Garage alive on Woodward Avenue and beyond.

#### [Detroit People Mover](#)

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