

Automotive Innovation Day 2023

PROGRAM



08:30 - 09:30	Registration and Reception	
09:30 - 10:00	KEYNOTE 1: Architecture Transition for Software Defined Vehicle Simon Teng, Senior Director, Automotive LoB, APAC, Arm	
10:00 - 10:30	KEYNOTE 2: How Virtualization Can be an Enabler for the Automotive OS Jungwoo CHO, Country Manager, Elektrobit Automotive Korea	
TRACK 1	Track 1a. ADAS & Autonomous (Gayageum A Hall, 2F)	Track 1b. ADAS & Autonomous (Gayageum B Hall, 2F)
10:50 – 11:30	A Comprehensive Approach to Advanced Technology and Software Definitions for Autonomous Vehicles Shean CHUNG, FAE Director, Intellectual Property Group, Arm Korea Leanne LEE, Managing Director, Strategic Product Plan Group, Telechips	Automotive Cybersecurity Test Practice Myeonghyeon SON, Senior Consultant, Consulting Business, Vector Korea IT
11:30 – 12:10	Laser Diode and System Power Solutions for LiDAR Min-Ki AN, Principal Research Engineer, TECHNICAL CENTER Automotive 2Team, ROHM Semiconductor Korea	Test and Measurement Solutions for Automotive RADAR Youngseo KIM, Manager, Application Engineer, Rohde & Schwarz Korea
12:10 – 13:10	Lunch Break / Networking Time / Booth Visit	Lunch Break / Networking Time / Booth Visit
13:10 – 13:50	Apex.AI: Solutions for Modern Automotive Software Development Laurent Emmerich, Global Director of Customer Solutions, Apex.AI	Unlocking the Future of Autonomous Vehicles through Autonomous Driving Simulation Technology Jun HONG, CEO, MORAI
13:55 – 14:35	Navigating The Road to Integrity Sung Jin PARK, FAE Team Leader, u-blox Korea Youngjun BAE, Application Marketing-Automotive, u-blox Korea	Safety Analysis for Functional Safety and SOTIF (ISO 26262 & ISO 21448): SOTIF Analysis Using medini analyze Min SONG, Application engineer, Ansys Korea
14:35 – 14:45	Break Time	Break Time
14:45 – 15:25	Standards Development Field Issues and Testing Standard Development Direction for the Latest Autonomous Driving Systems Si-bok YU, Ph.D., Vice President, Driving Control Technology Department, Autonomous Driving Technology Research Division, KATECH	How to Enhance SW Development Capabilities in SDV Environment Kyung Hyun ROH, CEO, Representative Consultant, VWAY
15:30 – 16:10	Managing SDV Complexity by Keeping the System Safe & Integrable to Enable SoP Friedhelm Pickhard, Member of the Executive Board (CGO), TTTech Auto AG	
16:10 – 16:40	Break Time / Networking Time / Booth Visit	