

# Automotive Innovation Day 2023

## PROGRAM



08:30 - 09:30	Registration and Reception	
09:30 - 10:00	<b>KEYNOTE 1: Architecture Transition for Software Defined Vehicle</b> Simon Teng, Senior Director, Automotive LoB, APAC, Arm	
10:00 - 10:30	<b>KEYNOTE 2: How Virtualization Can be an Enabler for the Automotive OS</b> Jungwoo CHO, Country Manager, Elektrobit Automotive Korea	
<b>TRACK 2</b>	<b>Track 2a. Cloud &amp; Connected Vehicle (Geomungo A Hall, 3F)</b>	<b>Track 2b. Cloud &amp; Connected Vehicle (Geomungo B Hall, 3F)</b>
10:00 – 10:40	<b>Next Generation of Automotive MCU for Software Defined Vehicles</b> Ted LIM, Product Marketing Manager, Korea Automotive, STMicroelectronics	
10:50 – 11:30	<b>Collaborating for the Future: Industry Standardization and Advancements in Software Defined Vehicles</b> Morris Hung, Manager, Go-To-Market APAC LoB, Arm Namyong PARK, Chief Engineer, CTO Division, LG Electronics	<b>Securing AUTOSAR Based ECUs from Cyber Risks to Enable Innovative Mobility</b> Yonghan JEON, Sales Engineer, Argus Cyber Security Wooram PARK, Pre-Sales Manager, Elektrobit Automotive Korea
11:30 – 12:10	<b>The Software-Defined Vehicle: How to Verify and Validate SW and HW Functions</b> Gianluca Vitale, Global Business Segment Manager, AVL Korea	<b>The First DevSecOps Cloud-Native Platform for Intelligent Systems</b> Ricky HWANG, Sr. Solution Architect, Wind River
12:10 – 13:10	Lunch Break / Networking Time / Booth Visit	Lunch Break / Networking Time / Booth Visit
13:10 – 13:50	<b>Deploying Complete Automotive Cockpit Software for your Production Model Line-up with the Altia Development Platform</b> Jin Young CHEON, Senior Solutions Architect, Altia Korea LLC	<b>DevSecOps: Virtual Fuzzing Test in SDV DevOps Cycle</b> Taekhyun KIM, Head of SW Defined Vehicle Development Solutions, ETAS Korea Kyuhae CHOI, Cyber Security Consultant, ETAS Korea
13:55 – 14:35	<b>New &amp; Transformative Processing Architectures with MIPI A-PHY Technology</b> Daniel Schwartzberg, Director of Business Development and Automotive System Solutions, Valens	<b>Keysight Automotive Cybersecurity Tools to Stay Compliant with UNECE WP.29 UN-R 155 and ISO/SAE 21434</b> Seung-Taek CHANG, AV Solution Manager, Automotive & Energy IST, Keysight Technologies
14:35 – 14:45	Break Time	Break Time
14:45 – 15:25	<b>Hardware-Based Cyber Security for Connected Vehicles</b> Lee Harrison, Automotive IC Test Solutions Manager, Siemens EDA	<b>Jumpstart SW Development in the Cloud: Unlocking new Opportunities with QNX Accelerate and BlackBerry IVY</b> Minhui RYU, FAE, Sales - Korea, BlackBerry Limited