

# 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><br>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><br>Jungwoo CHO, Country Manager, Elektrobit Automotive Korea   |
| <b>TRACK 3</b> | <b>xEVs &amp; e-Mobility<br/>(Geomungo C Hall, 3F)</b>  |
| 10:00 – 10:40  | <b>ST Isolated Gate Drive IC Solution for Traction Inverter in NEV</b><br>Hojae LEE, Product Marketing Manager, Korea Automotive, STMicroelectronics                                  |
| 10:45 – 11:25  | <b>Simulation Model-Based Thermal Management System Development</b><br>Jae-Young SIM, Team Leader, Software & Simulation, AVL Korea   |
| 11:30 – 12:10  | <b>Designing Advanced EV Traction Inverter Systems - The Driving Force Behind Vehicle Electrification</b><br>Antony AHN, Analog FAE Manager, Automotive Team, Texas Instruments Korea |
| 12:10 – 13:10  | Lunch Break / Networking Time / Booth Visit   |
| 13:10 – 13:50  | <b>Smart IC Solutions for EV Thermal Management</b><br>Jiwoong KIM, Marketing Manager, Sense & Drive Business Unit, Melexis Korea   |
| 13:55 – 14:35  | <b>Reducing Range Anxiety by Reducing Harness Weight Using Power Modules</b><br>Yeon-Kyu CHOI, Sr. FAE Automotive APAC, Vicor Corporation   |
| 14:35 – 15:00  | Break Time / Networking Time / Booth Visit  |
| 15:00 – 15:40  | <b>Smart Charging Implementation with AUTOSAR</b><br>Jin-Wook SEOK, Manager, Test Team, Vector Korea IT<br>Beommo, KOO, Manager, Embedded Team, Vector Korea IT                       |
| 15:45 – 16:25  | <b>Power Module Design and Verification</b><br>Ryan CHANG, Application Engineer, Siemens EDA  |
| 16:30 – 17:10  | <b>How Electrification Changes Automotive Industry</b><br>Jet CHANG, Marketing Manager, Power & Discretets Korea, STMicroelectronics  |