

AID 2024 AGENDA

Where the future of the mobility begins

2F

TRACK 1A - ADAS & Autonomous (Gayageum A Hall)

08:20 - 09:20	Check-In & Networking
09:20 - 09:50	KEYNOTE 1: Pioneering Digital First Strategies for the Software-Defined Vehicle Prof. Dr. Dirk Slama Vice President - Robert Bosch GmbH and Chairman of the digital.auto Initiative
09:55 - 10:25	KEYNOTE 2: The Changing Nature of Competition in the SDV Era Seok-Min Hong (홍석민 대표) CEO, E&E Development Division - FESCARO
10:25 - 10:50	Coffee Break / Networking Time / Booth Visit
10:50 - 11:20	KEYNOTE 3: How to ensure Safety for 4SDV – System + Safety + Security + Software Dr. Stefan Poledna CTO and Co-Founder - TTTech Auto
11:25 - 11:55	SW Quality and Safety Management in SDV Era Soo Sung Lee (이수성 대표) Senior Partner/Managing Partner - Roland Berger
12:00 - 12:30	Implementation of Continuous Communication Testing Environment for Vehicle Control System Development Siwoo Park (박시우 시니어엔지니어) Senior Application Engineer - IPG Automotive Korea
12:30 - 13:40	Lunch Break / Booth Visit
13:40 - 14:10	Novel Automotive Radar Applications: A Case Study of In-Cabin Sensing and Radar Perception Testing Seung-Chul Shin (신승철 이사) Automotive Strategic Planner - Keysight Technologies
14:15 - 14:45	SOTIF Acceptance Criteria for AV Safety Development David Li Regional Manager, Mobility & Critical Systems - UL Solutions
14:50 - 15:20	The Trending ADAS within EMC Environment Dominic Tan Asia Pacific EMC Manager - Rohde & Schwarz
15:20 - 15:40	Coffee Break / Networking Time / Booth Visit
15:40 - 16:10	Simulation Solution to Achieve SOTIF for ADAS/AD Features Kyuchoel Choi (최규철 팀장) ADAS/AD Senior Team Leader - AVL Korea
16:10 - 16:25	Networking Time / Booth Visit
16:25 - 17:25	Panel Discussion: Creating Synergy: How Players Share the Autonomous Mobility Ecosystem
17:25 - 17:30	Close / Lucky Draw

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TRACK 1B - ADAS & Autonomous (Gayageum B Hall)	
08:20 - 09:20	Check-In & Networking
09:20 - 09:50	KEYNOTE 1: Pioneering Digital First Strategies for the Software-Defined Vehicle Prof. Dr. Dirk Slama Vice President - Robert Bosch GmbH and Chairman of the digital.auto Initiative
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10:25 - 10:50	Coffee Break / Networking Time / Booth Visit
10:50 - 11:20	Power Solutions for ADAS Domain Control Unit Owen Lee (이규연 차장) Field Application Engineer – STMicroelectronics
11:25 - 11:55	AI-based Requirements Verification Method Ph.D. Kyun-Hyun Roh (노경현 대표) Founder and CEO - VWAY Co., Ltd.
12:00 - 12:30	Radar Technology for Satellite Architecture Victor Park (박선일 차장) RADAR Field Application Engineer - Texas Instruments
12:30 - 13:40	Lunch Break / Booth Visit
13:40 - 14:10	Simulation-Based Development and Verification for Next-Generation Mobility Minhyuk Son (손민혁 부사장) Vice President - MORAI Inc.
14:15 - 14:45	Scalable and OTP Configurable Power Supply (PMIC) Solution Dongsoo Mun (문동수 책임연구원) Sr. Research Engineer - ROHM Semiconductor Korea
14:50 - 15:20	What Level 4 AD Teaches Us About Building Next-Generation ADAS Byung Uck Kim (김병욱 엔지니어) Taehui Lee (이태희 엔지니어) Application Software Engineer - Applied Intuition, Inc
15:20 - 15:40	Coffee Break / Networking Time / Booth Visit
15:40 - 16:10	Business Models to Commercialize Autonomous Driving Ph.D. Junhwan Kim (김준환 대표) CEO – STRADVISION
16:10 - 16:25	Networking Time / Booth Visit
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10:25 - 10:50	Coffee Break / Networking Time / Booth Visit
10:50 - 11:20	Software Defined Operation (SDO) Management Solution: A Key Differentiator in the SDV Era Hyun-Jung Lee (이현정 상무/연구소장) CTO, Security Development Division – FESCARO
11:25 - 11:55	What if Software dominates my EE Architecture? Reusable Architectures, Standardization and Supply Chain Cooperation Tobias Fieger Global Business Development Manager - Real-Time Innovations (RTI)
12:00 - 13:40	Lunch Break / Booth Visit
13:40 - 14:10	How to Boost Development & Validation Speed in the Pure Virtual Environments in the Domain of SDV Whilst Ensuring Cyber Security Compliance Kieran McAleer Department Manager Advanced Software Solutions - AVL List GmbH
14:15 - 14:45	Future of Vehicle Diagnostics in Software-Defined Vehicles Jung-Tae Kim (김정태 이사) Hong Vu Dang Khoa Head of Business Development AUTOSAR Expert - FPT Automotive Korea
14:50 - 15:20	The Way to SDV : Evolution of Foundational S/W and Cloud Environment for SDV Sunghoon Choi (최성훈 FAE) Field Application Engineer - BlackBerry Limited
15:20 - 16:25	Coffee Break / Networking Time / Booth Visit
16:25 - 17:25	Panel Discussion: Creating Synergy: How Players Share the Autonomous Mobility Ecosystem
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10:25 - 10:50	Coffee Break / Networking Time / Booth Visit
10:50 - 11:20	Tool Chains for DevOps: Accelerating SDV Through the Software Factory Junhyung Oh (오준형 매니저) Product Expert, Manager - Vector Korea IT
11:25 - 11:55	SDV Architecture and Application Design Using PREvision Euiyeul Kim (김의열 사업부장) Business Manager, Engineering Process Solutions Division - Vector Korea IT
12:00 - 13:40	Lunch Break / Booth Visit
13:40 - 14:10	Next Generation of Automotive MCUs for Software-Defined Vehicles Ethan Son (손성배 FAE/과장) Field Application Engineer – STMicroelectronics
14:15 - 14:45	Achieving Software-Defined Radars with High-Speed Connectivity Eric Yoon (윤양호 대표, 한국 지사장) Korea Country Manager - Valens Semiconductor
14:50 - 15:20	Evolution: Multi-Vendor Open Standard In-Vehicle Networks for Future Automotive Architectures Ph.D. Steve Kang (강수원 부사장) Director, Communication Business Unit - Microchip Technology Inc.
15:20 - 16:25	Coffee Break / Networking Time / Booth Visit
16:25 - 17:25	Panel Discussion: Creating Synergy: How Players Share the Autonomous Mobility Ecosystem
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TRACK 3. Electrification & Charging (Geomungo C Hall)

08:20 - 09:20	Check-In & Networking
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09:55 - 10:25	KEYNOTE 2: The Changing Nature of Competition in the SDV Era Seok-Min Hong (홍석민 대표) CEO, E&E Development Division - FESCARO
10:25 - 10:50	Coffee Break / Networking Time / Booth Visit
10:50 - 11:20	Introduction to EMI Solutions Through Examples of Automotive Power Converters Seungjoo Kim (김승주 프르) Sr. Application Engineer - Ansys Korea
11:25 - 11:55	Power Modules Design and Optimization for xEV Ryan Chang (장성혁 상무) Sr. Application Engineer Consultant - Siemens EDA
12:00 - 12:30	Battery Management System for LFP Battery JongMin Park (박정민 대표) Founder and President - TW Enersys
12:30 - 13:40	Lunch Break / Booth Visit
13:40 - 14:10	Reducing Range Anxiety with Strengthening Predictability using ML/AI Hara Kang (강하라 한국사업대표) Lead Sales Manager - Korea - Electra Vehicles, Inc.
14:15 - 14:45	Maximizing Vehicle Weight Reduction with High Density Power DC-DC Modules Gregory Green Director of Automotive Marketing - Vicor Corporation
14:50 - 15:20	Optimize Your Vehicle Power Distribution Network by Integrating the DC-DC Converter into the Battery Pack Yun-Kyu Choi (최연규 이사) Sr. FAE Automotive APAC - Vicor Corporation
15:20 - 15:40	Coffee Break / Networking Time / Booth Visit
15:40 - 16:10	EV Charging Business Opportunities in EU based on Key Trend Change Kwangho Kim (김광호 파트너) Partner - Roland Berger
16:15 - 16:45	EV Battery Thermal Runaway Simulation with Gas Venting Model using Ansys Fluent Younsuk Ryu (류연숙 프르) Sr. Application Engineer - Ansys Korea
17:25 - 17:30	Close / Lucky Draw

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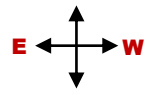
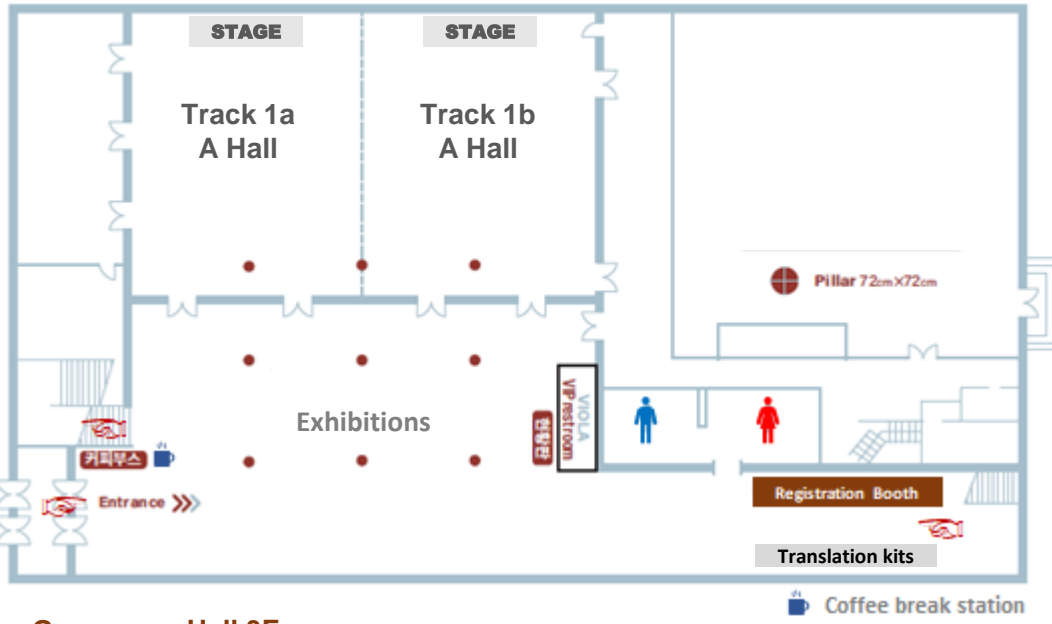


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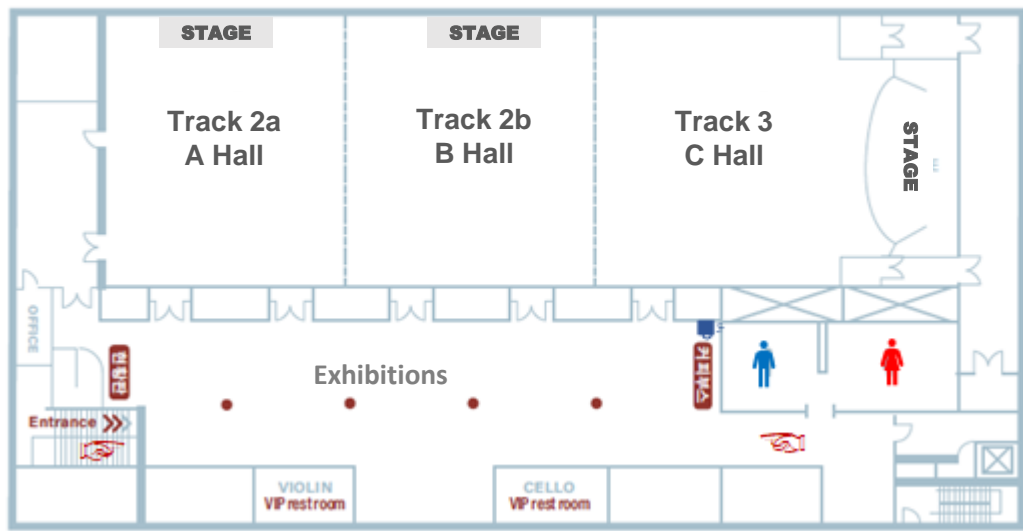
JULY 4(THU), 2024 | The-K Hotel Seoul, KOREA

AID 2024 MAP

Gayageum Hall 2F



Geomungo Hall 3F



거문고 Geomungo	3F	크리스탈볼룸 Crystal Ballroom
가야금 Gayageum	2F	그랜드볼룸 Grand Ballroom
우첼로(점심) Uccello 프론트데스크 Front Desk	1F	포시즌(점심) Four Seasons
주차장 Parking Lot	B1	
주차장 Parking Lot	B2	

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