

AID 2025 AGENDA
**Future of Mobility - The Dawn of
Software-Defined Vehicles**

TRACK 1A

3F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 1A (Convention Hall 1) Software-Defined Vehicles
11:00 - 11:30	Data-centric Communication for Software Defined Vehicle <i>Dr. Shashank Gaur, Manager Pre-Sales, TTTech Auto</i>
11:30 - 12:00	Importance of Traceability in SDV Development <i>Michele Del Mondo, Senior Director, Global Advisor Automotive, PTC</i>
12:00 - 12:30	Set up for lunch
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	Incorporating DDS Data Centricity into Advanced Vehicle Architectures <i>Tobias Fieger, Global Automotive Business Development Manager, Real-Time Innovations (RTI)</i>
14:30 - 15:00	Model-based Cybersecurity Analysis <i>Min Song (송민), Lead Engineer, Ansys Korea</i>
15:00 - 15:30	Coffee Break / Booth Visit
15:30 - 16:00	Model.CONNECT: A Co-Simulation Platform for SDV Implementation <i>Songeun Im (임송은), Manager, AVL Korea</i>
16:00 - 16:30	Enable Effective Shift-Left-Testing from SIL to HIL <i>Kiwook Shin, Ph.D. (신기욱), Head of Network Solution Division, Vector Korea</i>
16:30 - 16:40	Lucky Draw/Closing



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TRACK 1B

3F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 1B (Convention Hall 2) Software-Defined Vehicles
11:00 - 11:30	The Levels of Software-Defined Vehicle <i>Jungwoo Cho (조정우), Managing Director Korea, Elektrobit Automotive Korea</i>
11:30 - 12:00	SDVx: Accelerating Software-Defined Vehicle Development with AI <i>Jung-Tae Kim (김정태), Head of Department, FPT Automotive, FPT Corporation</i>
12:00 - 12:30	Digital Asset-based Integrated Development Environment for SDV <i>Kitae Kim(김기태), Industry Process Consultant, Dassault Systèmes</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	The “Real Game” of Automotive Cybersecurity: Seamless Lifecycle Automation is the Key (fe at. CSMS Portal) - <i>Hong Seok-min (홍석민), CEO, FESCARO</i>
14:30 - 15:00	Cybersecurity Roadmap for Tier Suppliers: From Cybersecurity Solutions to KMS <i>Seongseo Ku (구성서), CSO, FESCARO</i>
15:00 - 15:30	Coffee Break / Booth Visit
15:30 - 16:00	Establishing Bidirectional Traceability Between Software Architecture and Source Code <i>Minhong Yi (이민홍), Solution Engineer, Qt Group</i>
16:00 - 16:30	Dynamic Testing for a SWC with Coco and Google Test <i>Chansik Park (박찬식), Solution Engineer, Qt Group</i>
16:30 - 16:40	Lucky Draw/Closing

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TRACK 1C

4F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 1C (407 - 408) Software-Defined Vehicles
11:00 - 11:30	Empowering Innovation – Defining the Software-Defined Vehicle <i>Martin Miller, Director of Applications, Microchip Technology</i>
11:30 - 12:00	Stellar Microcontrollers for SVD and AI <i>Eugene Choi (최호승), FAE, STMicroelectronics</i>
12:00 - 12:30	AI-based Requirements Verification Method <i>Kyung-Hyun Roh, Ph.D. (노경현), CEO & Founder, VWAY</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	Debugging and Testing Strategies for Automotive Software Development <i>Soo-Hyun Sung (성수현), Application Engineer, TASKING Korea</i>
14:30 - 15:00	Understanding the Transition from 12 to 48V in Electric Vehicles <i>Hyeon-wook Park (박현욱), Analog FAE, Texas Instruments Korea</i>
15:00 - 15:30	Coffee Break / Booth Visit
16:30 - 16:40	Lucky Draw/Closing

AID 2025 AGENDA
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TRACK 2A

3F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 2A (304-305) ADAS + AD
11:00 - 11:30	Testing 10BASE-T1S and DDS Communication with CANoe <i>Jaeyoung Hwang (황재영), Business Development Manager, Vector Korea</i>
11:30 - 12:00	The Importance of Virtual Environments for Testing ADAS/AD <i>Beenhui Lee (이빈희), Application Engineer, IPG Automotive Korea</i>
12:00 - 12:30	Reaching New Dimensions of Realism in HIL Testing <i>Jong-Yeol Park (박종열), Senior Manager, Network Engineering, Techways</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	Signal Integrity Challenges of Automotive Ethernet <i>Hyeonjong Kim (김현중), Product Sales Manager, Rohde & Schwarz Korea</i>
14:30 - 15:00	Measurement and Validation Solutions for Automotive Infotainment and ADAS System Design <i>Kevin Park (박영준), AE Manager, Tektronix Korea</i>
15:00 - 15:30	Coffee Break / Booth Visit
15:30 - 16:00	Integrated Automotive Software Toolchain for ADAS, SDV, and Autonomous Driving: From Requirements to Deployment - <i>Seungwoo Yu (유승우), Vice President, SLEXN</i>
16:00 - 16:30	Tailored Autonomy: Leveraging Open-Source Ecosystems for Special Purpose Vehicle Intelligence <i>Dr. Sunghyo Son (손성효), CEO, TREEZE</i>
16:30 - 16:40	Lucky Draw/Closing

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TRACK 2B

3F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 2B (301-302) ADAS + AD
11:00 - 11:30	Challenges and Solutions for High-Speed Automotive Connectivity <i>Eyran Lida, CTO & Co-Founder, Valens Semiconductor</i>
11:30 - 12:00	Tiny AI for Automotive Safety Critical Embedded Systems <i>Abhik Dey, Product Manager / Dr. Markus Hanselmann, Lead Technical Officer, Machine Learning, ETAS</i>
12:00 - 12:30	Advanced Validation Approaches for highly Automated Applications <i>JaeYoung Shim (심재영), Director, Simulation & ADAS/AD Group, AVL Korea</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	Scenario Development Methodology Based on Real-World Driving Data Collection <i>Hongseok Lee (이홍석), Senior Researcher, KTL / Kyucheol Choi (최규철), AST & ADAS Sr. Team Leader, AVL Korea</i>
14:30 - 15:00	Getting Started with GMSL <i>Sangwoo Lim (임상우), Automotive FAE, Analog Devices</i>
15:00 - 15:30	Coffee Break / Booth Visit
16:30 - 16:40	Lucky Draw/Closing

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TRACK 3

4F

TIME	TITLE & SPEAKER
08:20 - 09:10	Registration Lobby (3F)
09:10 - 09:40	Keynote: From SDV Towards the AI-Defined Vehicle <i>Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative</i>
09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 3 (405-406) Smart Cockpit +HMI
11:00 - 11:30	Keynote: For Better Experience, New Challenges in Automotive HMI <i>Danghee Park (박당희), Senior Research Engineer, Hyundai Motor Company</i>
11:30 - 12:00	QNX Cabin: A Pre-integrated Digital Cockpit Solution Ensuring SoC Flexibility, Software Portability, and Cloud-Based Development, with QNX Sound as a Use Case <i>Dongjoo Lee (이동주), FAE, QNX</i>
12:00 - 12:30	Next-Generation Centralized Control Solution for Automotive Exterior Lamps <i>JongWon Kim (김종원), FAE, ROHM Semiconductor Korea</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	The Future of In-Car Assistant, Multimodality, and AI <i>ByungHyun An (안병현), Vice President, Cerence</i>
14:30 - 15:00	UX Key Agenda By Autonomous, Electric, SDV Vehicles Changing Future In-Car Experience <i>Oh Byung Hee (오병희), Director, Design Lab, MOTREX</i>
15:00 - 15:30	Coffee Break / Booth Visit
16:30 - 16:40	Lucky Draw/Closing

AID 2025 AGENDA
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TRACK 4

4F

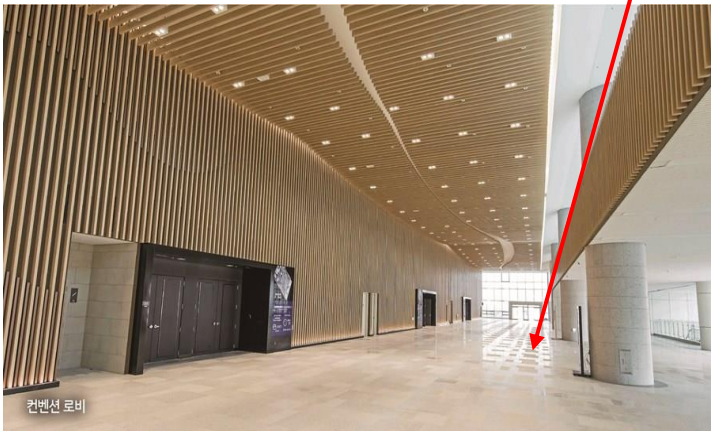
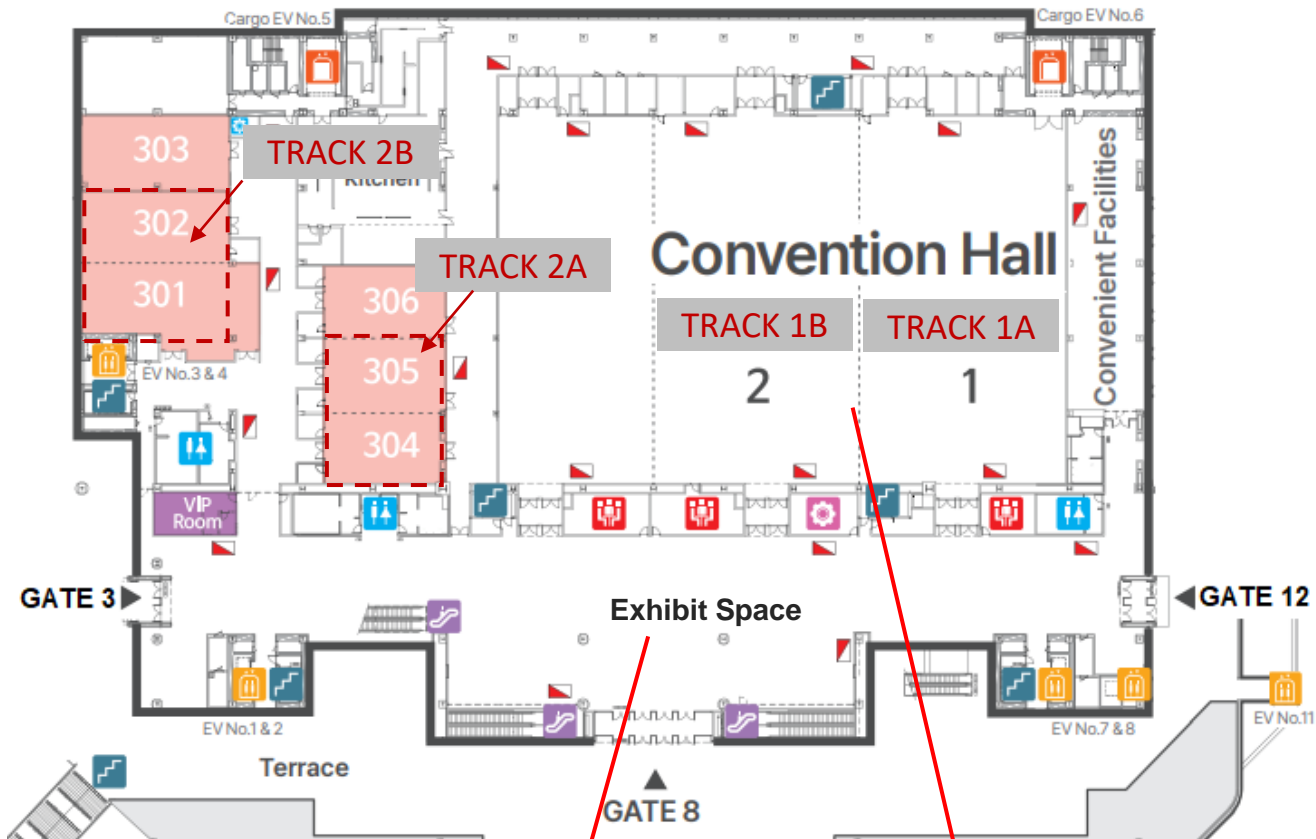
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09:40 - 10:10	Keynote: Safe and Secure Software-Defined Autonomy <i>Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto</i>
10:10 - 10:40	Keynote: Mobility Without Silos: Building the SDV Ecosystem <i>Prashant Gulati, CEO, SDVerse</i>
10:40 - 11:00	Coffee Break / Booth Visit
	TRACK 4 (401-402) Vehicle Electrification
11:00 - 11:30	Keynote: Automotive 2040: EV Trends and the Future Shaped by SDVs and ADAS <i>Soosung Lee (이수성), Managing Partner, Roland Berger</i>
11:30 - 12:00	Keynote: Rare-Earth-Free Solutions that are Low Cost, Sustainable, have High Power & Torque Density and Longer Drive Cycle <i>Bhaktha Keshavachar, CEO & Co-Founder, Chara Technologies</i>
12:00 - 12:30	ST's New BMS Solution <i>Tae Hwan Nam (남태환), FAE, STMicroelectronics</i>
12:30 - 14:00	Lunch Break / Booth Visit
14:00 - 14:30	HV Conversion to SELV- Supply to Dynamic, Motor Driven Loads <i>Greg Green, Director of Automotive Marketing, Vicor Corporation</i>
14:30 - 15:00	Achieve Power-Dense and Efficient Digital Power Systems by Combining TI GaN FETs and C2000™ Real-Time MCUs <i>Steve Lim (임성일), Automotive EP FAE / Seungmok Kim (김승목), Analog FAE, Texas Instruments</i>
15:00 - 15:30	Coffee Break / Booth Visit
15:30 - 16:00	Rapid Concept Evaluation and System Optimization for Electric Vehicle Drivetrains <i>Dongjin Park (박동진), Application Engineer, ANSYS Korea</i>
16:00 - 16:30	Review on Early Detection of Li-ion Battery Thermal Runaway in EV Application <i>Ju-Kwang Lee, Ph.D. (이주광), Senior Managing Director, Tfactory</i>
16:30 - 16:40	Lucky Draw/Closing



CONFERENCE SPACE (1)

3 Floor

Conference Room (Convention Hall, 301+302, 304_305)



CONFERENCE SPACE (2)

4 Floor

Conference Room
(401+402, 405+406, 407+408)

