



**From Code to AI & Experience – Driving Future
Mobility**

AID 2026 AGENDA

TRACK 1A

3F

| TIME | TOPIC & SPEAKER |
|------------------------|--|
| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 1A (304+305) Software Defined Vehicles & Digital Experience |
| 10:30 - 11:00 (30') | AI Writes the Code — Who Owns the Evidence? Rethinking ASPICE Work <i>SeungHwan Shin, Executive Director, Seon ENS</i> |
| 11:00 - 11:30 (30') | AI-based Requirements Verification and Quality for ASPICE 4.0 <i>In-Taek Kim, Director · Consultant, VWAY</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | Automating Automotive Cybersecurity: AI-Based Ontology Model <i>Kyuhae Choi, Cyber Security Team Leader, ETAS Korea</i> |
| 14:10 - 14:40 (30') | Formalizing the Interdependencies of SW Components from Requirements to Implementation <i>Jingwang Kim, Field Application Engineer, MDS Intelligence</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Safety and Security Strategies for the Software-Defined Vehicle <i>Chealmin Kim, Technical Sales, AutoCrypt</i> |
| 15:20 - 15:50 (30') | AI-Driven Automation for Software-Defined Vehicles <i>Seungyueb Chae, Chief Executive Officer, PopcornSAR</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
| 16:40 – 17:10 (30') | Keynote 5 Global Collaboration for SDV: Lessons from Korea and Eclipse SDV <i>Chulhee Lee, SDV SW Architect·SDV SW Platform Project Leader·Eclipse Pullpiri & Timpani Project Lead, LG Electronics</i> |
| 17:10 – 17:20 | Lucky Draw/Closing |



AID 2026 AGENDA

TRACK 1B

3F

| TIME | TOPIC & SPEAKER |
|------------------------|--|
| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 1B (301+302) Software Defined Vehicles & Digital Experience |
| 10:30 - 11:00 (30') | SDV Communication Architecture Analysis and Simulation Validation Based on Zenoh-Pico <i>Jaeyoung Hwang, Business Development Engineer, Vector Korea</i> |
| 11:00 - 11:30 (30') | Driving Automotive Innovation: Validating Zonal Architectures with 10BASE-T1S <i>Min-Hyeong Lee, Manager, Techways</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | Software Cost Estimation Based on Functional Sizing Methods <i>Kwangnam Kim, Technical Account Manager, A2MAC1 Korea</i> |
| 14:10 - 14:40 (30') | Mastering SDV Architecture: Realizing UBER-X (영어) <i>Jan Weber, Technical Consultant, IAV GmbH</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Digital Engineering in the SDV Era: Ensuring Architecture Consistency via Roundtrip Engineering <i>Dong-Keun Yeo, Team Leader, MDS Intelligence</i> |
| 15:20 - 15:50 (30') | The Challenge of Sharing: Building Safe Mixed-Criticality Systems <i>Byungmin Jeon, Field Application Engineer, Green Hills Software</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
| 16:40 – 17:10 (30') | Keynote 5 Global Collaboration for SDV: Lessons from Korea and Eclipse SDV <i>Chulhee Lee, SDV SW Architect-SDV SW Platform Project Leader-Eclipse Pullpiri & Timpani Project Lead, LG Electronics</i> |
| 17:10 – 17:20 | Lucky Draw/Closing |



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TRACK 1C

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| TIME | TOPIC & SPEAKER |
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| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 1C (Convention Hall 3) Software Defined Vehicles & Digital Experience |
| 10:30 - 11:00 (30') | Stop Audit Firefighting: Converting Daily Workflows into Audit-Ready Evidence <i>Seongseo Ku, Chief Strategy Officer, FESCARO</i> |
| 11:00 - 11:30 (30') | Zones, Software, and Speed: The SDV Toolchain Revolution <i>Jiwoong Park, Automotive Solution Architect, Real-Time Innovations (RTI)</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | Foundation SW Platform for SDV <i>Minhui Ryu, Field Application Engineer, QNX Korea</i> |
| 14:10 - 14:40 (30') | Deterministic Communication for Zonal Architectures in SDVs (통역) <i>Salvador Rodriguez, Vice President Product Strategy & Management, TrustMotion</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Discovering, Configuring, and Controlling 10BASE-T1S Endpoints (통역) <i>Sven Semmler, Senior Technical Staff, Microchip Technology</i> |
| 15:20 - 15:50 (30') | From Code to Vehicle in 24h – Powered by AI <i>Taekhyun Kim, Sales Director, tracetronic Korea</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
| 16:40 – 17:10 (30') | Keynote 5 Global Collaboration for SDV: Lessons from Korea and Eclipse SDV <i>Chulhee Lee, SDV SW Architect-SDV SW Platform Project Leader-Eclipse Pullpiri & Timpani Project Lead, LG Electronics</i> |
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**From Code to AI & Experience – Driving Future
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AID 2026 AGENDA

TRACK 2A

4F

| TIME | TOPIC & SPEAKER |
|------------------------|--|
| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 2A (405+406) Autonomous Driving & AI Driven Connectivity |
| 10:30 - 11:00 (30') | The MIPI A-PHY Connectivity Standard: The Backbone for Next-Gen Automotive Sensing (통역) <i>Adar Segal, SVP, Head of Automotive Business, Valens Semiconductor</i> |
| 11:00 - 11:30 (30') | Automotive Cybersecurity in AX & DX Era <i>Dr. SangGyoo Sim, Executive VP, AutoCrypt</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | AI-SDLC: AI-Driven Engineering and Integrated Solutions for Accelerating R&D and Innovating Quality <i>Seungwoo Yu, Vice Preseident, SLEXN</i> |
| 14:10 - 14:40 (30') | Advancing Vehicle Autonomy: 4D Imaging Radar and Streaming Architectures in SDVs <i>Lina Kim, Field Application Engineer, Texas Instruments Korea</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Deepen Data Refinery and Targetless Calibration (통역) <i>Andrew Lee, Co-founder and VP of Business Development, Deepen AI</i> |
| 15:20 - 15:50 (30') | Inside the OEM Boardroom: How the World's Leading Automakers Are Approaching the SDV (통역) <i>Jeff Walker, Chief Commercial Officer, SDVerse</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
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TRACK 2B

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| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 2B (407+408) Autonomous Driving & AI Driven Connectivity |
| 10:30 - 11:00 (30') | Introducing Stellar P3E for Automotive Edge Intelligence <i>Ted Lim, Product Marketing Manager, STMicroelectronics Korea</i> |
| 11:00 - 11:30 (30') | Communication + Sensing: Calterah's Integrated SoC Vision for Future Mobility <i>Sam Lee, Regional Sales Manager, Calterah Semiconductor</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | 10BASE-T1S Debugging in Multi-Node Environments <i>Changhun Oh, Application Engineer, Teledyne LeCroy Korea</i> |
| 14:10 - 14:40 (30') | Autonomous Vehicle Development Loop using AI Agents and VIRTO <i>Donghwan Kim, Application Engineer, IPG Automotive Korea</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Multiphase Buck Converter Measurement with Oscilloscope <i>Chanwoo Nam, Manager, Rohde & Schwarz Korea</i> |
| 15:20 - 15:50 (30') | Flexible and Scalable Platform Architecture for ADAS and Autonomous Driving ECU Validation <i>Namgyu Kim, Sr. Solutions Engineer, Emerson-NI</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
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TRACK 3

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| TIME | TOPIC & SPEAKER |
|------------------------|--|
| 09:00 - 09:10 | Welcome Remarks |
| 09:10 - 09:40 (30') | Keynote 1 Software Defined Vehicle – 40 middleware are too many (통역) <i>Dr. Detlef Zerfowski, Vice President Engineering Excellence, ETAS GmbH</i> |
| 09:40 - 10:10 (30') | Keynote 2 Safety & Determinism as the Foundation of Physical AI in Mobility and Robotics (통역) <i>Dr. Stefan Poledna, VP System Incubation & CTO, TrustMotion</i> |
| 10:10 - 10:30 (20') | Morning Break / Booth Visit |
| | TRACK 3 (401+402) Electrification & Energy Systems |
| 10:30 - 11:00 (30') | Special Session 1 Value Creation of Thermal Management Systems in AD and SDV <i>Jaeh Cha, Vice President, Global Software Department, Hanon Systems</i> |
| 11:00 - 11:30 (30') | Integrated Design and Optimization of EV Motors Using Motor-CAD and optiSLang <i>Dongjin Park, Senior Engineer, Ansys, part of Synopsys</i> |
| 11:30 - 12:00 (30') | Networking Break / Booth Visit |
| 12:00 - 12:30 (30') | Keynote 3 Harmonization of Cybersecurity and Safety in the SDV Era <i>Eui-seok Kim, Global-CTO, AutoCrypt</i> <i>Arvind Murthy, Chief Commercial Officer, Commercial Organization, Elektrobit</i> |
| 12:30 - 13:40 (70') | Lunch Break / Booth Visit |
| 13:40 - 14:10 (30') | 48V and Beyond: Power Solutions for enabling Software-Defined EV <i>David Ka, Automotive Field Application Engineer, Analog Devices Korea</i> |
| 14:10 - 14:40 (30') | Future-Proofing the HV-SELV System with Integration to Save Weight and Cost <i>David Park, Senior FAE, Korea Automotive, Vicor Corporation</i> <i>Donghyun Kim, Senior Manager, INFAC</i> |
| 14:40 - 14:50 (10') | Afternoon Break |
| 14:50 - 15:20 (30') | Special Session 2 Current Situation and Forecast of Global EV Industry <i>Dr. Hang Koo Lee, Professor, PyeongTaek University</i> |
| 15:20 - 15:50 (30') | Special Session 3 Beyond Green Car Concert: Which EVs and Batteries Will Outlast the Hype? <i>Dr. Chul Wan Park, Professor (full), School of Smart Mobility, Sejoong University</i> |
| 15:50 - 16:10 (20') | Networking Break / Booth Visit |
| 16:10 – 16:40 (30') | Keynote 4 Beyond SDV to AIDV: The Future of Mobility Intelligence Powered by Physical AI <i>Byeongwook Jeon, Head, AI & Autonomous Driving Technology Research Institute, KATECH</i> |
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