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** *Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative*
09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO, SDVerse*
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** *Dr. Shashank Gaur, Manager Pre-Sales, TTTech Auto*
11:30 - 12:00	**Importance of Traceability in SDV Development** *Michele Del Mondo, Senior Director, Global Advisor Automotive, PTC*
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** *Tobias Fieger, Global Automotive Business Development Manager, Real-Time Innovations (RTI)*
14:30 - 15:00	**Model-based Cybersecurity Analysis** *Min Song (송민), Lead Engineer, Ansys Korea*
15:00 - 15:30	**Coffee Break / Booth Visit**
15:30 - 16:00	**Model.CONNECT: A Co-Simulation Platform for SDV Implementation** *Songeun Im (임송은), Manager, AVL Korea*
16:00 - 16:30	**Enable Effective Shift-Left-Testing from SIL to HIL** *Kiwook Shin, Ph.D. (신기욱), Head of Network Solution Division, Vector Korea*
16:30 - 16:40	**Lucky Draw/Closing**

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

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** *Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative*
09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO, SDVerse*
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** *Jungwoo Cho (조정우), Managing Director Korea, Elektrobit Automotive Korea*
11:30 - 12:00	**SDVx: Accelerating Software-Defined Vehicle Development with AI** *Jung-Tae Kim (김정태), Head of Department, FPT Automotive, FPT Corporation*
12:00 - 12:30	**Digital Asset–based Integrated Development Environment for SDV** *Kitae Kim(김기태), Industry Process Consultant, Dassault Systèmes*
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)** - *Hong Seok-min (홍석민), CEO, FESCARO*
14:30 - 15:00	**Cybersecurity Roadmap for Tier Suppliers: From Cybersecurity Solutions to KMS** *Seongseo Ku (구성서), CSO, FESCARO*
15:00 - 15:30	**Coffee Break / Booth Visit**
15:30 - 16:00	**Establishing Bidirectional Traceability Between Software Architecture and Source Code** *Minhong Yi (이민홍), Solution Engineer, Qt Group*
16:00 - 16:30	**Dynamic Testing for a SWC with Coco and Google Test** *Chansik Park (박찬식), Solution Engineer, Qt Group*
16:30 - 16:40	**Lucky Draw/Closing**

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

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

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

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** *Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative*
09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO, SDVerse*
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** *Jaeyoung Hwang (황재영), Business Development Manager, Vector Korea*
11:30 - 12:00	**The Importance of Virtual Environments for Testing ADAS/AD** *Beenhui Lee (이빈희), Application Engineer, IPG Automotive Korea*
12:00 - 12:30	**Reaching New Dimensions of Realism in HIL Testing** *Jong-Yeol Park (박종열), Senior Manager, Network Engineering, Techways*
12:30 - 14:00	**Lunch Break / Booth Visit**
14:00 - 14:30	**Signal Integrity Challenges of Automotive Ethernet** *Hyeonjong Kim (김현종), Product Sales Manager, Rohde & Schwarz Korea*
14:30 - 15:00	**Measurement and Validation Solutions for Automotive Infotainment and ADAS System Design** *Kevin Park (박영준), AE Manager, Tektronix Korea*
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** - *Seungwoo Yu (유승우), Vice President, SLEXN*
16:00 - 16:30	**Tailored Autonomy: Leveraging Open-Source Ecosystems for Special Purpose Vehicle Intelligence** *Dr. Sunghyo Son (손성효), CEO, TREEZE*
16:30 - 16:40	**Lucky Draw/Closing**

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

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** *Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative*
09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO, SDVerse*
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** *Eyran Lida, CTO & Co-Founder, Valens Semiconductor*
11:30 - 12:00	**Bringing AI to ECU: Achieving Safety and Cost Efficiency** *Abhik Dey, Product Manager / Dr. Markus Hanselmann, Lead Technical Officer, Machine Learning, ETAS*
12:00 - 12:30	**Advanced Validation Approaches for highly Automated Applications** *JaeYoung Shim (심재영), Director, Simulation & ADAS/AD Group, AVL Korea*
12:30 - 14:00	**Lunch Break / Booth Visit**
14:00 - 14:30	**Scenario Development Methodology Based on Real-World Driving Data Collection** *Hongseok Lee (이홍석), Senior Researcher, KTL / Kyucheol Choi (최규철), AST & ADAS Sr. Team Leader, AVL Korea*
14:30 - 15:00	**Getting Started with GMSL** *Sangwoo Lim (임상우), Automotive FAE, Analog Devices*
15:00 - 15:30	**Coffee Break / Booth Visit**
16:30 - 16:40	**Lucky Draw/Closing**

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

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** *Prof. Dr. Dirk Slama, Vice President, Robert Bosch GmbH / Chairman, digital.auto initiative*
09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO, SDVerse*
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** *Danghee Park (박당희), Senior Research Engineer, Hyundai Motor Company*
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** *Dongjoo Lee (이동주), FAE, QNX*
12:00 - 12:30	**Next-Generation Centralized Control Solution for Automotive Exterior Lamps** *JongWon Kim (김종원), FAE, ROHM Semiconductor Korea*
12:30 - 14:00	**Lunch Break / Booth Visit**
14:00 - 14:30	**The Future of In-Car Assistant, Multimodality, and AI** *ByungHyun An (안병현), Vice President, Cerence*
14:30 - 15:00	**UX Key Agenda By Autonomous, Electric, SDV Vehicles Changing Future In-Car Experience** *Oh Byung Hee (오병희), Director, Design Lab, MOTREX*
15:00 - 15:30	**Coffee Break / Booth Visit**
16:30 - 16:40	**Lucky Draw/Closing**

AID 2025 AGENDA

Future of Mobility - The Dawn of Software-Defined Vehicles

TRACK 4   4F

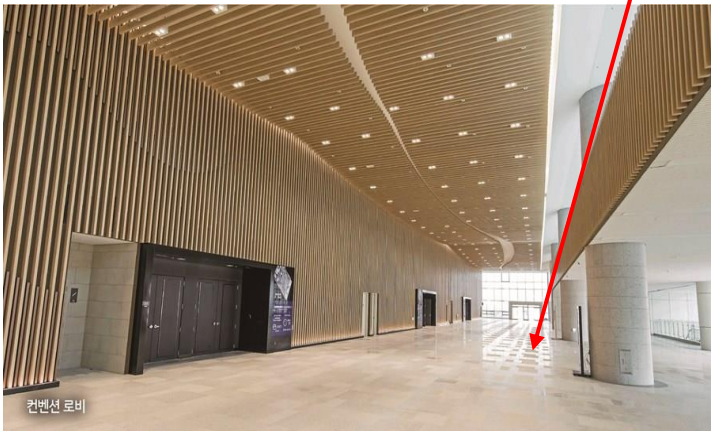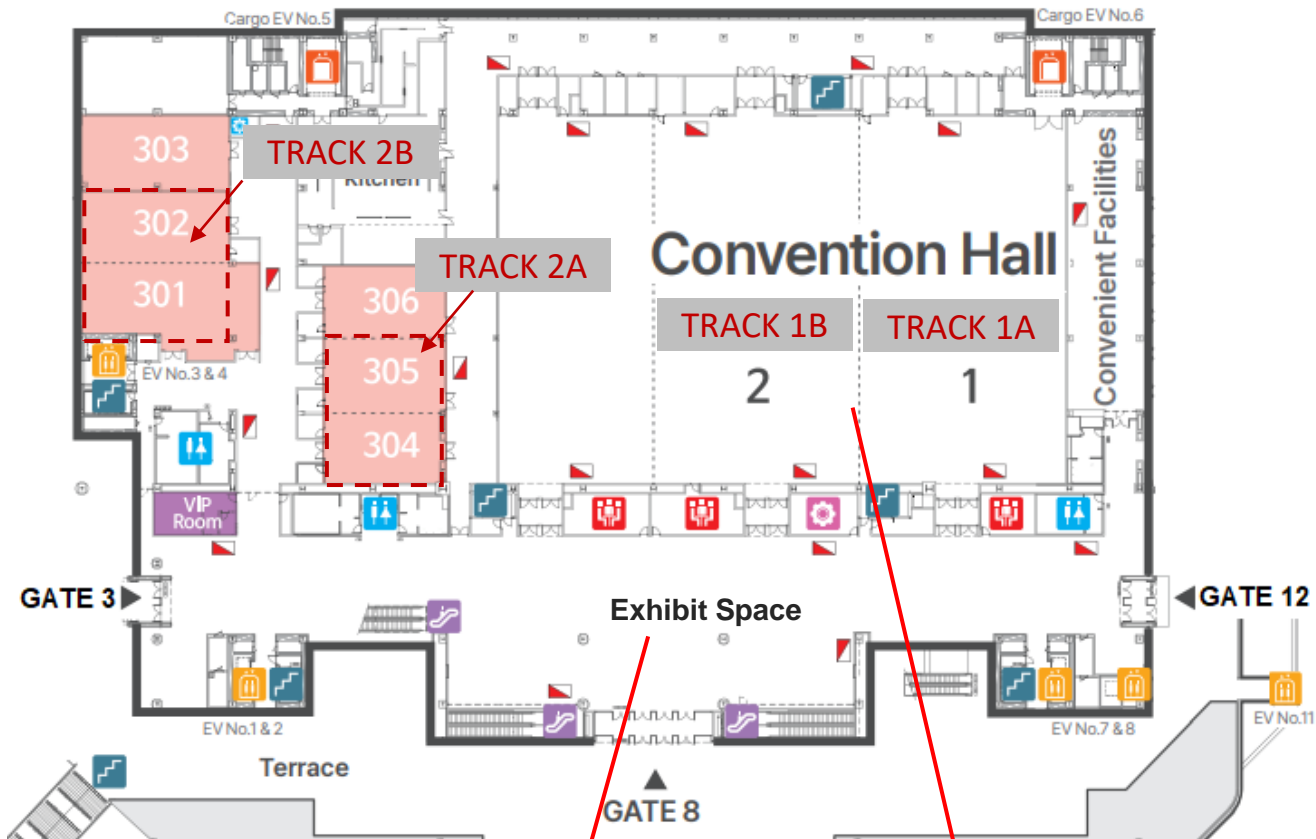| TIME	TITLE & SPEAKER
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09:40 - 10:10	Keynote: **Safe and Secure Software-Defined Autonomy** *Dr. Stefan Poledna, CEO, CTO & Co-Founder, TTTech Auto*
10:10 – 10:40	Keynote: **Mobility Without Silos: Building the SDV Ecosystem** *Prashant Gulati, CEO,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

CONFERENCE SPACE (1)

3 Floor

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

CONFERENCE SPACE (2)

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

4 / Floor

403
150" Screen
8,000 ansi

408
200" Screen
150" Screen
8,000 ansi
TRACK 1C

402
200" Screen
150" Screen
TRACK 4
8,000 ansi

407
8,000 ansi
150" Screen

401
150" Screen
7,000 ansi

406
8,000 ansi
150" Screen

405
TRACK 3
7,000 ansi
150" Screen
200" Screen

404
8,000 ansi
150" Screen

Cargo EV No.5

403
402
401
EV No.3 & 4

408
407
406
405
404

Convention Hall
(Upper Part)

Resting Area

EV No.1 & 2