

VEHICLE ICT ARENA

COMPETENCE & INNOVATION NODE

LINDHOLMEN SCIENCE PARK

Innovation Bazaar

2014-02-04

Kent Eric Lång, Project Manager

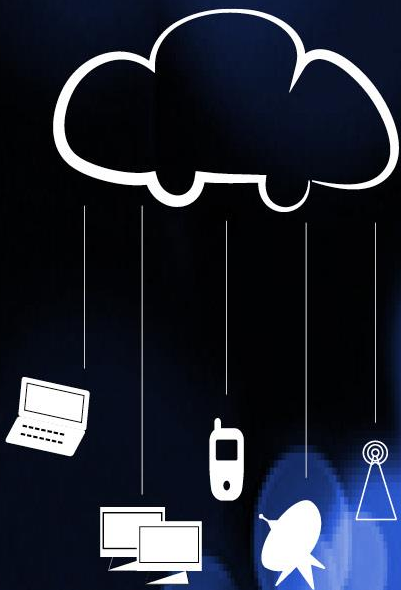
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Arena for innovation and competence

- Join forces within vehicle ICT to reach world class
- Contribute to industrial innovation
- Driven by societal challenges for safe and sustainable transports



Strong incentives to act

- The amount and complexity of ICT is rapidly growing in vehicles
- Global competition is driving the industry towards fast and cost-effective product development
- Open the market by de-coupling functions from the platform by using global standards like AUTOSAR

The automotive industry needs to be able to develop, acquire and integrate software just as easy as you would in a mobile phone.





Milestones 2015

One reference architecture will be agreed upon and used in the Vehicle ICT Lab for a particular sub-domain, such as active safety.

- 50 Partners in Vehicle ICT Arena.
- 200 people in Innovation Bazaar a year.
- 30 new functions in Vehicle ICT Lab a year.
- 100 students a year will participate in courses linked to the arena.



Program

■ Automated Vehicles - an industrial race for leadership

Jonas Ekmark, Volvo Cars

DriveMe - Selfdriving cars for sustainable mobility

Ali Soltani, Qamcom

Radar for automotive applications

Christian Berger, Chalmers

Carolo Cup 2014 - Competition for Self-Driving Miniature Vehicles

Azra Habibovic, Viktoria Swedish ICT

A global outlook

■ Elevator pitch from the exhibitors

Break - Visit the Exhibition – Coffee

■ The key to success in automotive embedded software

Predrag Pucar, Nira Dynamics

A Swedish expert company focusing on innovative SW solutions for vehicles

Break - Visit the Exhibition – Smoothie

■ User Experience in an Automated Vehicle

Petter Hörling, Volvo Cars

Volvo Cars view on User Experience

Volvo Cars Challenge UX - Announcement of the three final teams

■ Sourcing Software

David Styrborn, AB Volvo

"The Epic Split" - Decouple software components

Martin Lidén, Volvo Cars

A purchasing perspective on in-vehicle software



Automated Vehicles - an industrial race for leadership

DriveMe - Selfdriving cars for sustainable mobility

Jonas Ekmark, Volvo Cars, Manager Innovation, Safety electronics and functions

Radar for automotive applications

Ali Soltani, Qamcom, PhD and Signal Processing Specialist

Carolo Cup 2014 - Competition for Self-Driving Miniature Vehicles

Christian Berger, Chalmers , Assistant Professor

A global outlook

Azra Habibovic, Viktoria Swedish ICT ,PhD and Researcher



Elevator pitch from the Exhibitors

- Autoliv – Active Safety
- Qamcom – Vehicle Radar
- SECTRA – Security
- Swedspot – Automotive Grade Android
- Combitech - Automotive Grade Android
- Alkit – FFI BAuD Big Automotive Data
- Provinn – Test & verification
- Quviq – Testing tools / FFI AcSäPt
- Semcon – Sonic Movement
- Prevas – Embedded systems, HIL-rigs, Industrila and Sensors





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Break - Visit the Exhibition - Coffee - Meet

Next presentation 15.00



VEHICLE ICT ARENA
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The key to success in automotive embedded software

A Swedish expert company focusing on innovative software solutions for vehicles

Predrag Pucar, CEO, Nira Dynamics





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Break - Visit the Exhibition - Coffee - Meet

Next presentation 16.00



VEHICLE ICT ARENA
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User Experience in an Automated Vehicle

Volvo Cars view on User Experience

Volvo Cars Challenge UX - Announcement of the three final teams

Petter Hörling, Director,
HMI & Infotainment Attribute Center



Sourcing software

"The Epic Split" - Decouple software components

David Styrborn, AB Volvo, Senior Software Buyer



A purchasing perspective on in-vehicle software

Martin Lidén, Volvo Cars, VP & Head of Car Purchasing



New Partners are welcome to join!

■ Core Partner

Participates in strategic planning, Vehicle ICT Board, Roundtable Forum and meeting places.

Access to Vehicle ICT Lab @ reduced cost.

■ Premium Partner

Participates in Roundtable Forum and meeting places.

Access to Vehicle ICT Lab @ reduced cost.

■ Associate Partner

Updated on decisions by the Roundtable Forum and invited as visitors to meeting places.

Access to Vehicle ICT Lab @ full charge.

Partner Fees 2013-14		
	In-Kind [kSEK]	Cash [kSEK]
Industry		
Core	500	200
Premium	130	60
Associated	0	15
Industry Small Company		
Core	500	200
Premium	65	30
Associated	0	7,5
Res. Inst. & Academy		
Core	500	200
Premium	130	60
Associated	0	15
Definition		
Small company	Annual Sales < 20 MSEK	



Whats next?

- Challenge UX Prize ceremony mid May @ an event.
- GENIVI AMM May 20-23
 - “Vehicle ICT Arena Day” 22nd
- Innovation Bazaar September 4th
- Vehicle ICT Lab
 - Automotive Grade Android, Developers Zone, 2014Q2?



Tack för uppmärksamheten!

Kontakt

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