

# COVESA

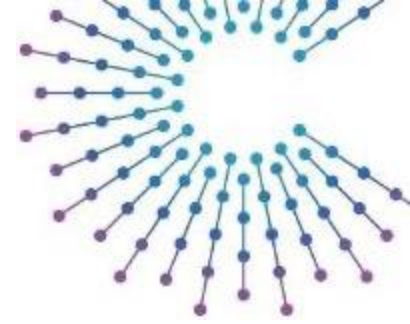


## Member Keynote – Fall 2024 AMM

STEVE CRUMB, Executive Director, COVESA

# Antitrust Note Well

Before we begin, we would like to make clear that COVESA is committed to compliance with the antitrust laws in all of its activities, and that it expects all participants to similarly comply with the antitrust laws. We will not engage in--and members must refrain from--any discussion of, or understandings regarding competitively sensitive topics. If you have any doubts regarding whether a matter is appropriate for discussion, please consult with your antitrust counsel.



# Please Thank Our Sponsors

Executive Event Sponsor

 RENESAS

Lanyard & Badge Sponsor



Technical Summit Sponsor

 HYUNDAI  NXP

Gold Sponsors

 Qt Group  Profience  MongoDB.  Globant  RENESAS

 BOSCH  VERRA MOBILITY  HONDA  HAAS ALERT

Silver Sponsors

 ICS  mavi.io  Elektrobit  EMERGENCY SAFETY SOLUTIONS

Breakfast Sponsor

 NXP

Lunch Sponsor

 HYUNDAI

Dessert Sponsor

 LG

Coffee & Snack Sponsor

 MOTER

Standard Showcase Participants

 MOTER  MathWorks  BlackBerry  Qi  tietoevy  DISTI  Abalta

 COMPREDICT  aicas  intellias



# What's New?

# NEW COVESA Members Since April 2024 Gothenburg AMM



## Other Memberships In Process



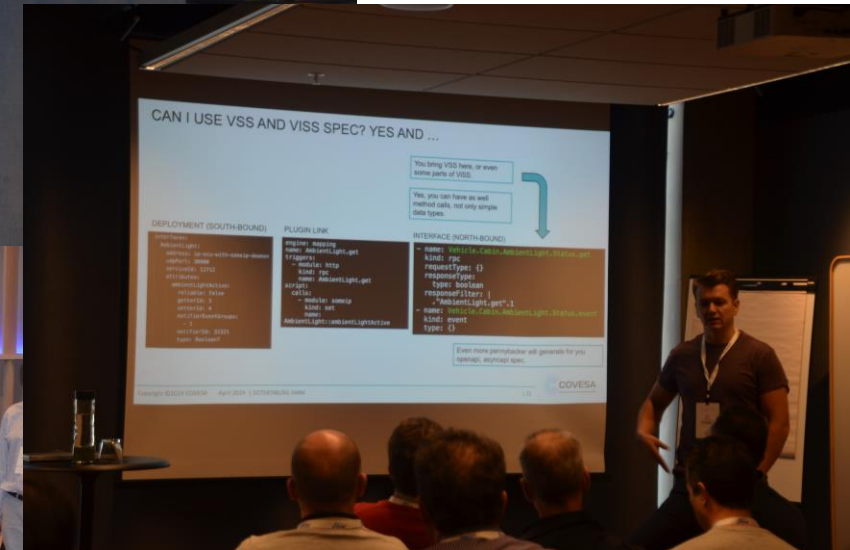
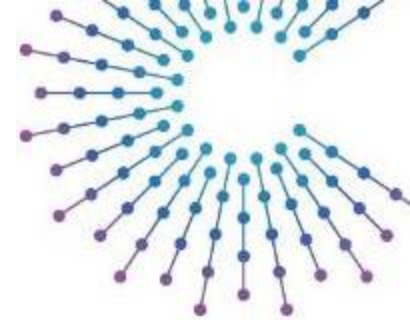


# COVESA Members 2024

OEMs	First Tiers	Silicon
          	             	  

## OSV, Middleware, Hardware & Service Suppliers

# Gothenburg AMM: April 2024



# A new website!



[Groups & Projects](#) ▾ [About COVESA](#) ▾ [Join](#) ▾ [News & Blog](#) [Events](#) [Contact](#)

A futuristic white car is shown driving on a road at night. The car's headlights are on, and it is surrounded by a network of glowing blue and white nodes connected by lines, symbolizing connectivity. A large, semi-transparent version of the COVESA logo is positioned above the car.

## The Connected Vehicle Systems Alliance

**COVESA is an open, collaborative, and impactful technology alliance accelerating the full potential of connected vehicles.**

**COVESA All Member Meeting  
September 25-26, 2024**

Bringing Together the Global Automotive Community to Learn, Share, and Collaborate.



# AutoTech: Detroit June 2024



800+ attended



# International Developments

COVESA included in EU's FEDERATE Strategic Roadmap Document and VSS positioned in SDV of Future project



车辆信号规范 (VSS)

推动跨行业生态系统的形成  
和创新



VEHICLE SIGNAL SPECIFICATION  
(VSS)

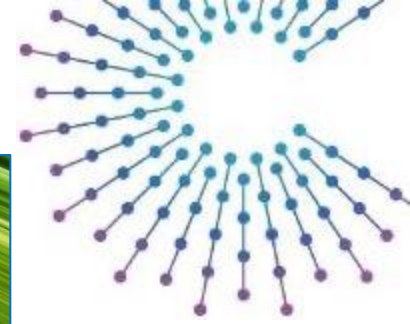
業界横断的なエコシステムと  
イノベーションの実現



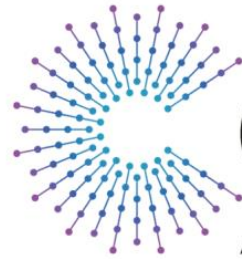
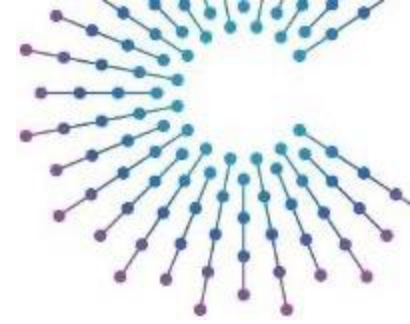
#### White Papers

- Why COVESA: Unlocking the Potential of Connected Vehicles with COVESA (English, Chinese, Japanese)
- COVESA: Solving Challenges Through Member-driven and Business-focused Collaboration
- COVESA Vehicle Signal Specification: Enabling Cross-Industry Ecosystems and Innovation (English, Chinese, Japanese)
- SDV Alliance Integration Blueprint
- Going the Extra Mile: EV Power Optimization
- EV Charging Data Aggregation Project

COVESA White Papers translated and distributed in Japanese and Chinese



# Speaking of White Papers



# COVESA

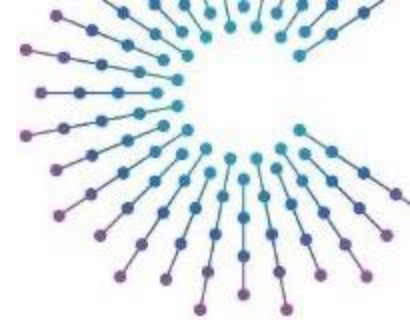
Accelerating the future of connected vehicles

SOLVING CHALLENGES THROUGH  
MEMBER-DRIVEN AND  
BUSINESS-FOCUSED  
COLLABORATION

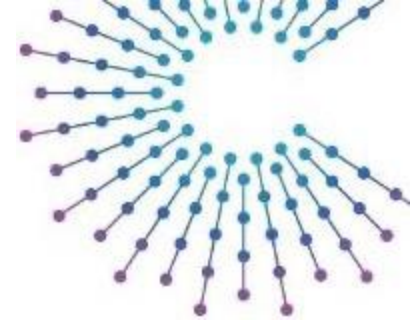
Answers the question,  
“How does COVESA  
operate?”

<https://covesa.global/wp-content/uploads/2024/08/COVESA-Solving-Challenges-20240827.pdf>

# COVESA's Three Core Values



# COVESA is Member-Driven



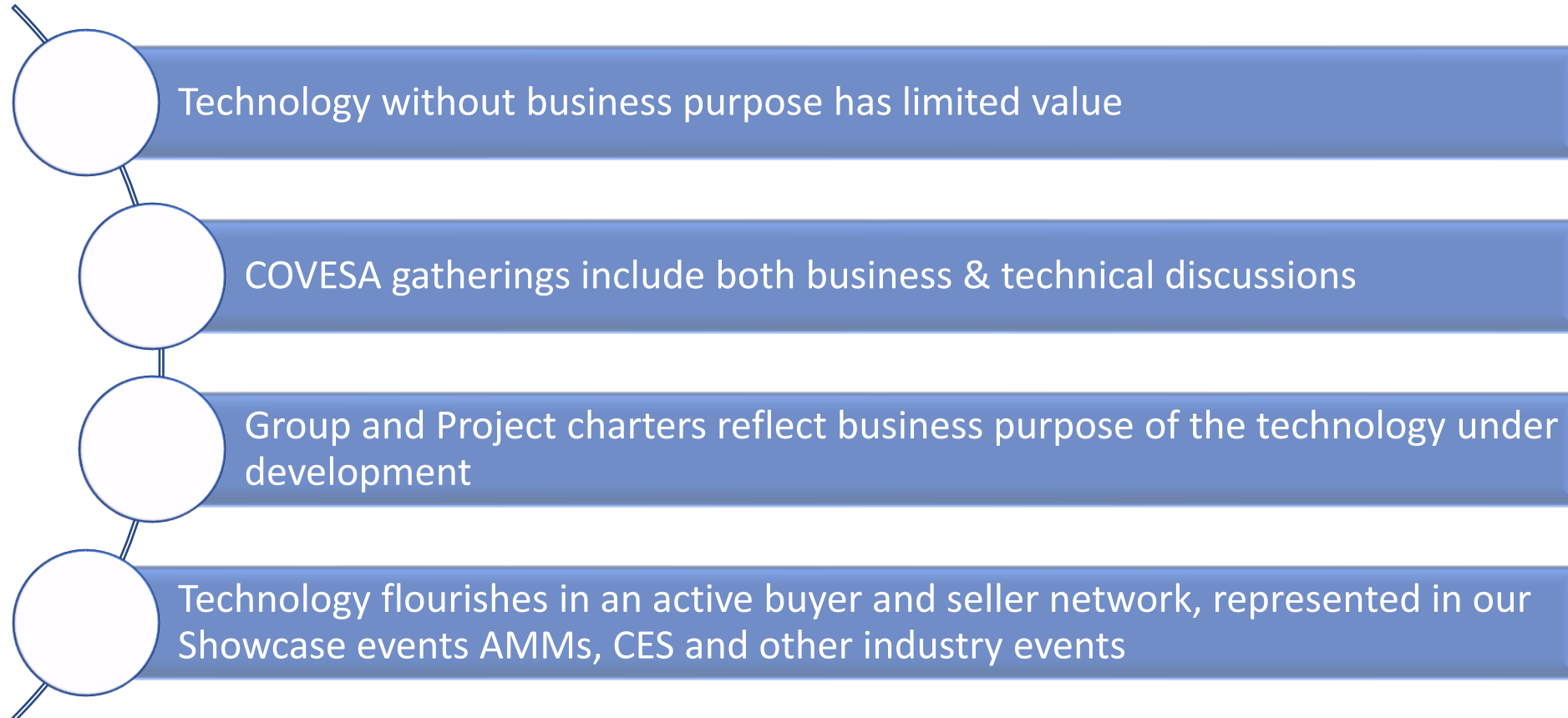
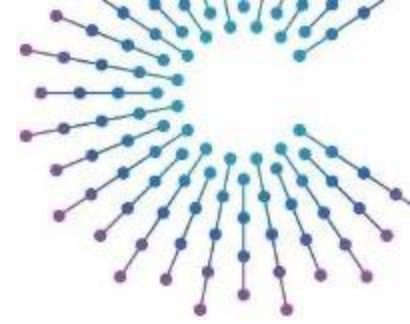
Members drive COVESA activities, accomplishing outcomes beyond their individual capacities

Top-down and bottom-up leadership ensures strategies are both visionary and grounded in practical needs

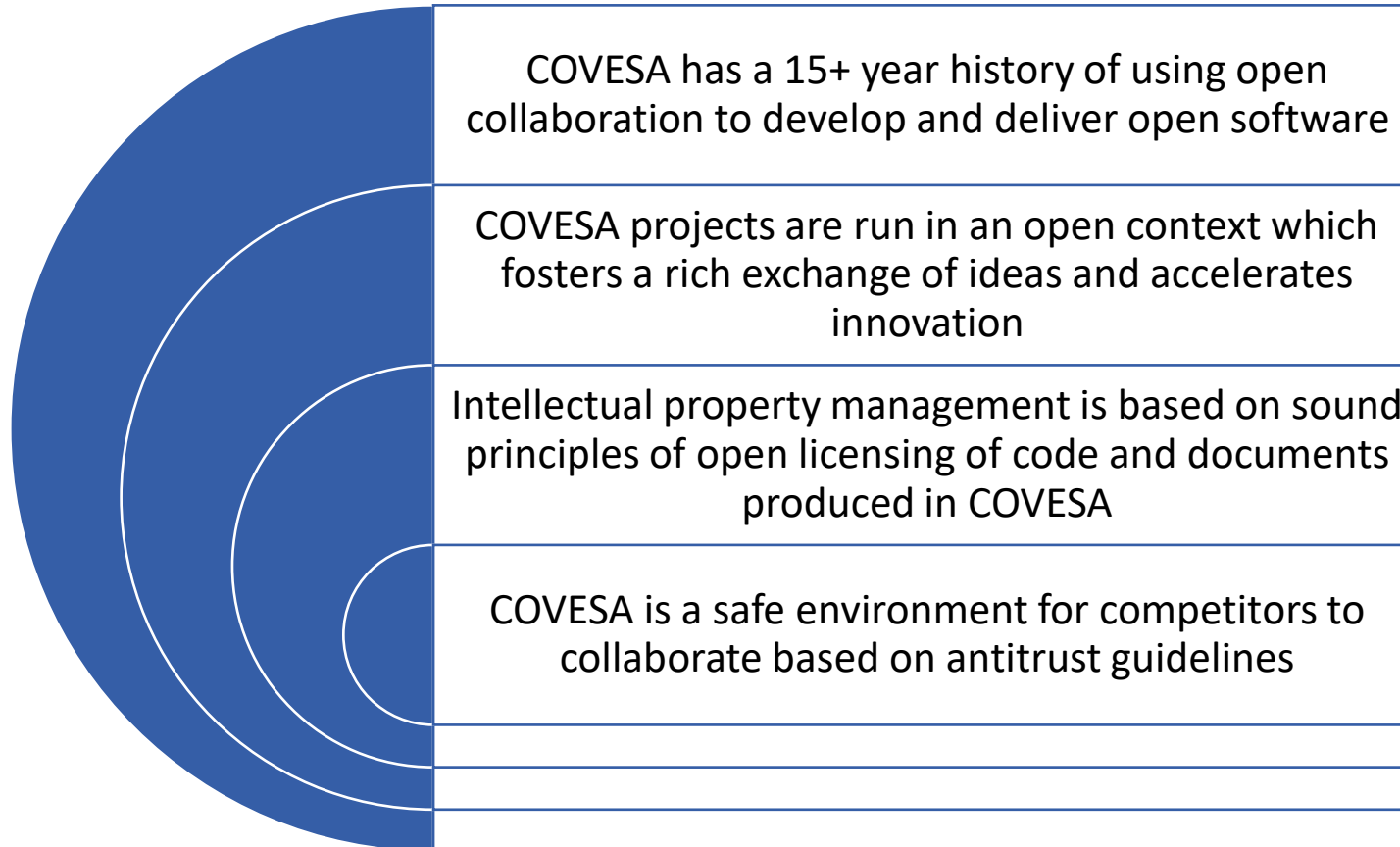
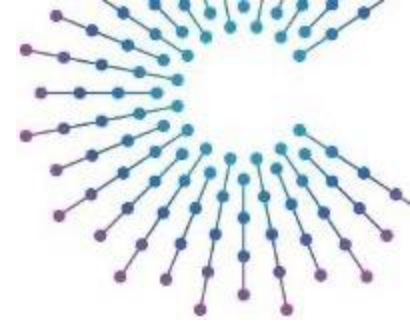
- Board sets annual strategic initiatives reflecting interests of the membership
- Contributing members lead groups/projects

Alliance professionals contracted to support member initiatives

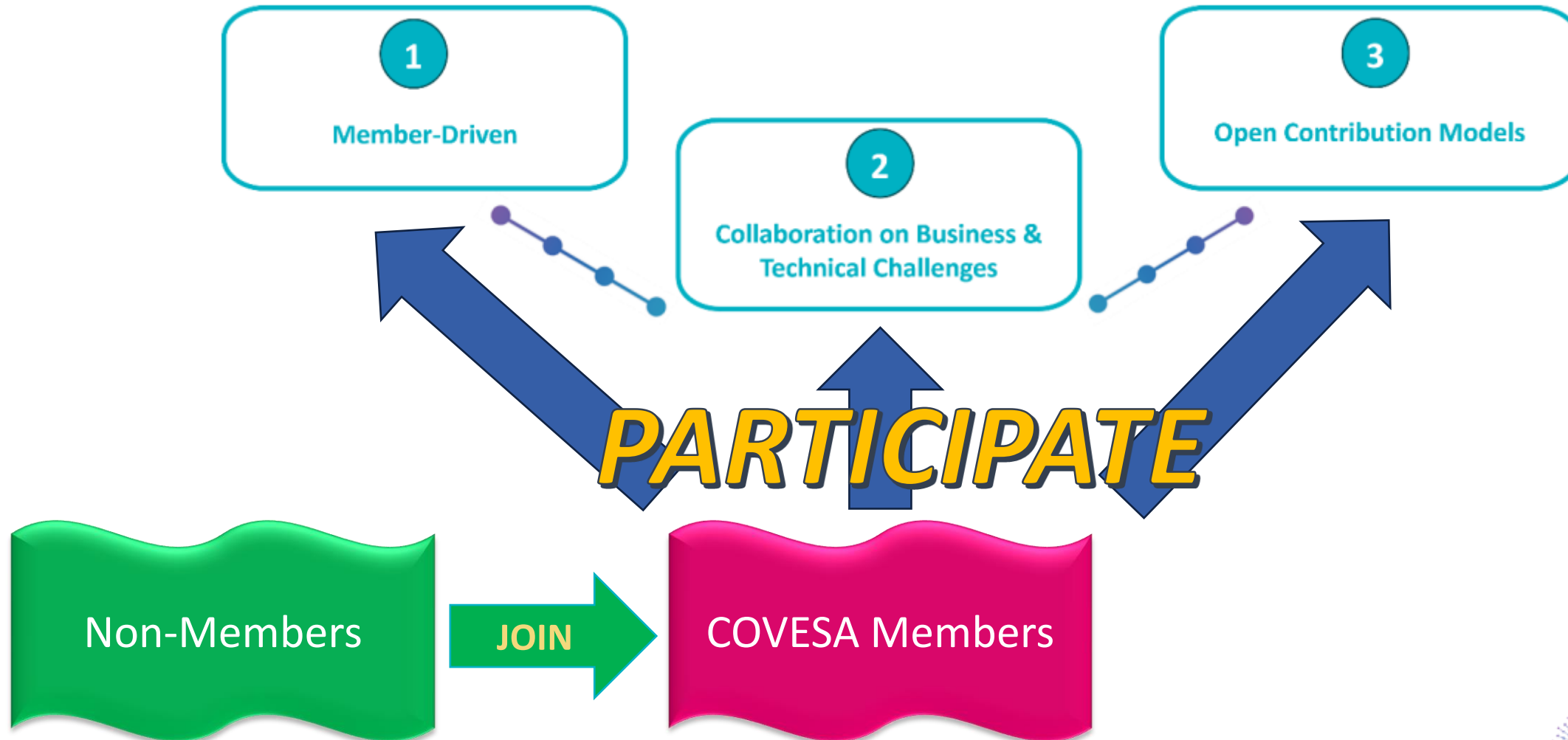
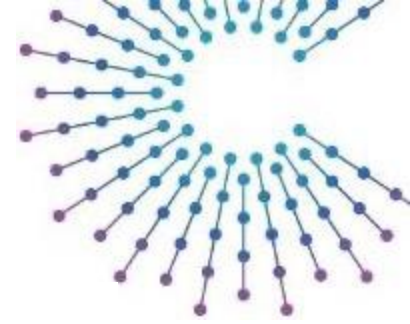
# COVESA Collaborates on Business & Technical Challenges



# COVESA uses Open Contribution Models



# COVESA's Three Core Values





A decorative graphic at the top of the slide consists of a network of interconnected nodes and lines. The nodes are represented by small circles in various shades of blue and purple, connected by thin lines. The overall shape is roughly rectangular and spans the width of the slide.

# What's Ahead?

# Next AMM, 12-15 May 2025 **MILAN, ITALY**



# Wednesday Program Content

## Business Track

- We Build the Ecosystem (Gerhard Grossberger, Harman)
- COVESA Today and Tomorrow (COVESA Board Panel)
- The Passwordless Imperative for Automotive (Andrew Shikiar, FIDO Alliance)
- Lessons Learned from My Attempts to Change the World (John Ellis, JTE Consulting)
- Bringing Value to Adjacent Industries through Vehicle Data (Panel)
- 9-1-1's Role in the Connected Safe System Approach (Panel)
- Why SDV is a Global Opportunity (Praveen Yalavarty, SDVerse)
- Europe's Approach to SDV (Graham Smethurst, BMW)
- Global Perspectives on SDV (Honda, BMW, US OEMs)

## Technical Track 1

- Data Expert Group Status Update (DEG Leads)
- Learning VSS: A Deeper Dive (DEG Leads)
- VSS in-vehicle performance (Bosch)
- The Future of AI: The Role of Data Architecture (Adnan Bekan, BMW)
- Unlocking Vehicle Data: Using VSS to Collaborate and Innovate in the Cloud (Remote Labs)
- Commercial Vehicle Expert Group – Status Update (Leads)
- Commercial Vehicle Expert Group – Cohesive Cloud Architecture (Team)
- Commercial Vehicle Expert Group - Vehicle Group - Bringing Value to Adjacent Industries through Vehicle Data (Team)
- Central Data Service Playground (CDSP) (Stephen Lawrence, Renesas)

## Technical Track 2

- AOSP App Framework Standardization Group Working Session (Leads)
- Leveraging Sparkplug for efficiently transmitting VSS data between the vehicle and the cloud (James Hunt, aicas)
- API Design and Standardization (Achim Henkel, Bosch, Greg Morningstar, Bosch)
- Connected Safety Birds of Feather - Status Update (Leads)
- Connected Safety - Advancing 9-1-1 Dispatcher Visibility for Post-Crash Care (Larry Williams, LiDAR Saving Lives, Darryl Keeton, Sensagrate)



# SHOWCASE TONIGHT

You're Invited to an evening with COVESA for  
Networking, Cocktails and Appetizers

COVESA invites you to join us and our event sponsors for an evening of craft beers, wine, cocktails, appetizers, BBQ and **extreme networking!**

This is a great opportunity to **LEARN MORE** about your COVESA community, to **NETWORK, BUILD RELATIONSHIPS** and to **DO BUSINESS**

## ON-SITE DEMONSTRATIONS

There will be 23 demonstrations and vehicles on display, hosted by our event sponsors and membership

And don't miss the COVESA Showcase event at The 5<sup>th</sup> (5-minute drive)

## DIRECTIONS

**Date:** September 25, 2024

**Place:** The 5th  
25750 Novi Rd #104  
Novi, MI 48375

**Time:** 5:30-8:30 PM - Sponsor  
Demonstrations & Networking



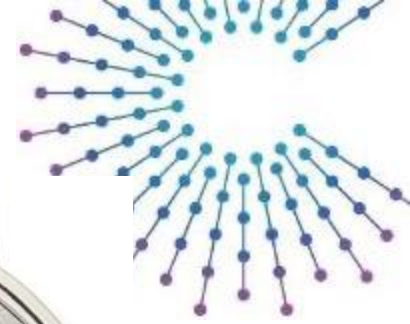
## QUESTIONS?

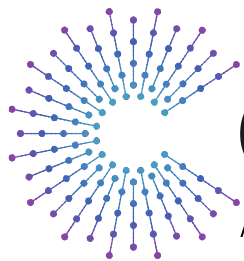
Contact Mike Nunnery (a.k.a. COVESA Mike) at  
[Marketing@covesa.global](mailto:Marketing@covesa.global) or **248-388-5692**

[www.covesa.global](http://www.covesa.global)

# Innovator / Adopter / Contributor Award

- To encourage demonstrating COVESA technologies during the AMM and other showcases, we will continue to award organizations meeting the below criteria at their showcase table
- Broad criteria for selecting whom to award include:
  - Adoption of COVESA technologies
  - Contribution back to COVESA
  - Innovative use of the technology
  - Openness of solution (Bonus)
- A team of two Board members and two TST members will visit showcase tables, explore what is being demonstrated and identify 2-3 “winners” of the award (volunteers welcome or will set up a round-robin approach)





# COVESA

Accelerating the future of connected vehicles



# Please Thank Our Sponsors

Executive Event Sponsor

**RENESAS**

Lanyard & Badge Sponsor



Technical Summit Sponsor

 **HYUNDAI**

**NXP**

Gold Sponsors

**Qt** Group

*Profience*

 MongoDB.

**Globant** 

**RENESAS**

 **BOSCH**

 **VERRA  
MOBILITY™**

**HONDA**  
The Power of Dreams

 **HAAS ALERT**

Silver Sponsors

**ICS**

**mavi.io**

 Elektrobit

 **EMERGENCY  
SAFETY  
SOLUTIONS™**

Breakfast Sponsor

**NXP**

Lunch Sponsor

 **HYUNDAI**

Dessert Sponsor

 **LG**

Coffee & Snack Sponsor

**MOTER**