Day 1 – All Member Meeting

Welcome to Troy Michigan

10 October 2023
COVESA for Newcomers

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.
Agenda

• COVESA
  – The Team, Board & Membership
  – The Mission
  – The Impact
  – The Message

• Getting involved

• How to make the most of this event

• Q&A
COVES A – The Team

Paul Boyes
Community Director

Mike Nunnery
Biz Dev Manager

Sue Schmitt
Operations Manager

Karin Hanson
Sr. Events Manager

Nicholas Contino
IT Manager

Fiano Han
Finance Coordinator

Shellie Smith
HelpDesk & Membership

Traci Renner
Branding & Social Media

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COVESA – The Board of Directors

Matt Jones, Ford President

Gerald Spreitz, Bosch Vice President & Secretary

Brandy Goolsby, Wind River Treasurer

Graham Smethurst BMW, Chairman

Trpko S. Blazevski Stellantis

Florian Baumann, Aptiv

Pedro López Estepa, RTI

Hisao Munakata Renesas

Christoph Ludewig Geotab
| Members |
|------|------|------|
| **OEMs** | **First Tiers** | **Silicon** |
| BMW Group | ALPSALPINE | NELLO |
| Ford | APTIV | arm |
| gm | BOSCH | NXP |
| HYUNDAI | DENSO | RENESAS |
| Renault Group | GARMIN | Other |
| STELLANTIS | JOYNEXT | W3C |
| LG | MOBIS | |
| | | |

**OSV, Middleware, Hardware & Service Suppliers**

- 3SS
- aicas
- AIDEN
- altia
- Ansys
- AREA X0
- BlackBerry
- Cinemo
- CTAG
- COMPREDICT
- DARK STAR
- DASSAULT SYSTEMES
- ELEKTROBIT
- Emergency Response Solutions
- endava
- ETRI
- EVware
- FORVIA
- GEO TAB
- GitHub
- grape up
- HAAS ALERT
- Harmonic
- Humanising Autonomy
- Innovador
- intellias
- jimmy
- L&T Technology Services
- MongoDB
- MXNAVl
- NNG
- Profilence
- QAMARE
- 03IGO
- OTONOMO
- Qt Group
- RICARDO
- RIGHTWARE
- RIVET 360
- SIEVE
- SIILI AUTO
- Snapp Automotive
- SONATUS
- starfish
- tietoevyr

**Others**

- TOME
- TrafficLand
- TROVERLO
- TUXERA
- WNDRVR
The Vision

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

Working together, we are a force-multiplier, creating a more diverse, sustainable and integrated mobility ecosystem.
Our Mission

Enable our members to collaborate as a force-multiplier, efficiently integrating solutions across mobility technologies and adjacent industries.

Evolve our collective experience, staying ahead of dynamic and disruptive technologies and business models that drive the mobility revolution.

Expand our open community’s expertise to lead multiple technology projects that advance the mobility ecosystem by focusing on accelerating connected vehicle systems.
The Impact

VSS commonizes diverse data sources enabling focus on business value.
Another Impact: AOSP App Framework Standardization
Potential Impacts (All Member-driven)

Data-enabled insights to improve EV Charging Experiences

Commercial Vehicle Activities

Road Safety & Emergency Services

Common Approaches for In-Vehicle Commerce
The Message – COVESÁ Marketing Team

“Improve Visibility, enhance Ease of Access and Increase Contribution”

• Simplify website & wiki navigation + produce project websites where required (e.g., VSS-website WiP)
• Enhance visuals that describe COVESÁ work
• Measure number of events, workshops, presentations and communications about core alliance work and outputs (SEO + website analytics + LinkedIn analytics)
• Recruit Member communications professionals contributing to Marketing Team and leverage their expertise & networks
Top 3 Reason to Join the Marketing Team

- Ensure your organizational priorities are reflected in technical projects, communications, and events.
- Enjoy visibility as thought leaders and influencers at COVESA and Industry-related events to elevate and promote the alliance and your organizational priorities.
- Unprecedented access and collaboration with industry leaders across the value chain to share next and best practices.
Ways to Contribute (hint: and get benefit)

• Lead a VSS Spotlight (showing why and how your organization leverages VSS)
• Speak at COVESА events (and mention COVESА when speaking at industry events)
• Contribute a blog (https://wiki.covesa.global/pages/viewrecentblogposts.action?key=WIK4)
• Leverage COVESА social media (and help us extend yours)
• Participate in COVESА Showcases (CES, AMMs, other events)
• Make your colleagues, partners and clients aware of the great things COVESА is doing
Other Ways of Getting Involved

• Do some of your “day job” in COVESA
• Offer use cases in a project, expert group or team
• Contribute code to an open project
• Help with architecture in a project, expert group or team
• Help COVESA identify trends that we should follow
• Find ways of aligning your staff to COVESA activities
• Keep approving those membership renewals 😊
How to Make the Most of This Event

Meet
• COVES A ‘veterans’ and ask questions (Breaks, receptions)
• Board members, Paul Boyes (Community Director), Mike Nunnery (Industry events and showcases), and others...

Listen
• To this week’s announcements (especially, during today’s Keynote)
• To status updates, do your homework, and (pretty please) don’t slow down work in-progress

Enjoy
• Receptions, breaks and showcase event (Wednesday night)
• The great content brought to you and consider what action you and your company should take

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Don’t Miss…

TODAY
• Member Keynote
• Intro Sessions
  – Understanding & Engaging in COVESA EGs & Project
  – Intro to VSS
• Legal Topics
• VSS on the Edge
• SDV Panel
• Welcome Reception

TOMORROW – BUSINESS TRACK
• TOO MAINY TO LIST
• COVESA Showcase & Reception

TOMORROW – TECHNICAL TRACK
• TOO MANY TO LIST
• COVESA Showcase & Reception

THURSDAY
• Workshops
• Technical Sessions
QUESTIONS?
Questions?

- Membership or finance related – help@covesa.global
- Projects, Groups, Participation – pboyes@covesa.global
- General Alliance – scrumb@covesa.global
- Tooling/Technical – ncontino@covesa.global
- Marketing/PR – marketing@covesa.global
- Marketing Events - mikenunnery@comcast.net
- All Member Meetings – karinha@khansonevents.com
- All other – help@covesa.global