

21st GENIVI AMM ~ A Digital Experience (May, 2021)

Session Schedule & Links

Tuesday, 4 May 2021

Title	Video Links	Slides
Keynote - The Value of Standardized Connected Vehicle Data Christoph Ludewig, VP CEO Europe, Geotab	Recorded Session	pdf
How Standard Vehicle Data Benefits the Insurance Industry Moderated by Steve Crumb, Executive Director, GENIVI Fouad Hussein, Founder, Open Insurance Think Tank Mario Ortegon-Cabrera, Senior Program Manager, Microsoft Azure Mobility Kevin Valdek, CTO, High-Mobility	Recorded Session <i>*Note: The video by Mario Ortegon-Cabrera is embedded and can be viewed in the PPT slide</i>	FouadHusseini_Why the Insurance Industry Benefits from Standard Vehicle Data_1535 CEST.pptx KevinValdek_How Standard Vehicle Data Benefits the Insurance Industry_04May_1535CEST.pptx Mario Ortegon_ insurance_04May_1535CET.pptx

Wednesday, 5 May 2021

Title	Video Links	Slides
Welcome & GENIVI Updates Steve Crumb, GENIVI	Recorded Session	
Keynote: Vehicle Data is the Lifeblood of Commercial Vehicle Operations Brian Carlson, Director, Global Product & Solutions Marketing, NXP Semiconductors	Recorded Session	Vehicle Data is the Lifeblood of Commercial Vehicle Operations _NXP
Keynote: Common Semantic Approaches In & Beyond the Vehicle Christian Kerstan, Systems Engineering BBM Technical Strategies, and Enabling, Robert Bosch GmbH Rainer Lang, Vice President, Business Chief Digital Office Mobility Solutions, Robert Bosch GmbH	Recorded Session	Keynote Day 2_Bosch Presentation
GENIVI Projects - Technical Status Updates Hypervisor Project - Adam Lackorzynski, Kernkonzept Android Automotive Vehicle Hardware Abstraction Layer - Stefan Wysocki, TietoEvry Android Automotive Audio Hardware Abstraction Layer - Suhasini Raghuram, Analog Devices Cloud and Connected Services - Kevin Valdek, High-Mobility Common Vehicle Interface Initiative - Gunnar Andersson, GENIVI Alliance	Recorded Session	- Hypervisor Project / Automotive Virtual Platform Specification slides - CCS-Cloud & Connected Services Technical Status - Android Automotive VHAL slides - Android Automotive Audio slides
Common Vehicle Interface Initiative Workshop #1	Recorded Session	-

Thursday, 6 May 2021

Title	Video Links / Session Playback	Slides
Cloud & Connected Services Technical Workshop 1	Recorded Session	• Introduction to PaaS, IaaS, Cloud and more • Mapping CCS to AWS services • Mapping CCS to Google Cloud services
Common Vehicle Interface Initiative Workshop 2	Recorded Session	
Android Automotive SIG Technical Workshop 1	Recorded Session	Android Automotive VHAL workshop
In-Vehicle Payment SIG Workshop		
Introduction and Overview Speaker: John Moon- COO at ConnectedTravel and GENIVI IVP/EV SIG Lead Abstract: Welcome everyone, Update on the IVP SIG, Report on related upcoming events	Recorded Session	GENIVI AMM IVP SIG Slides
EV and Fuel Transactions Speaker: Will Judge, VP at Mastercard Abstract: Mastercard has been a leader in connected car commerce and has been engaged with the merchant and automotive companies including GM, HERE, Honda, Soundhound, Sonic, and White Castle. Hear about Mastercard's latest work in connected car and fuel transactions and learn about how they are thinking about EV payments.	Recorded Session	Mastercard Ryd Pay.pdf

Challenges and Opportunities in EV Charging Payments Speakers: Niclas Gyllenram, Director of Software Development at Volvo, and Will Judge VP at Mastercard EV growth will introduce new first-time drivers to electric cars and along with it the task of educating customers on what it means to own an electric car. Paying to charge the car when away from home is becoming a growing complexity for new EV owners compared to the convenience of fueling at a gas station. Join us for a fireside chat with Volvo and Mastercard as they discuss their views on the challenges and opportunities OEMs face with customers paying for EV charging.	Recorded Session	No slides for this session
Vehicle location-based services (VLBS) at Scale Speaker: Evgeny Klochikhin, CEO at Sheeva.AI Abstract: Enabling Location-Based Services for Cars to monetize in-vehicle connectivity – Sheeva.AI will present a case study on the first autonomous, cloud-based VLBS solution enabling automatic, contactless payments and last-mile services for EV charging, fueling, road-usage charging, parking, and other critical applications without new physical infrastructure or hardware installed inside connected vehicles.	Recorded Session	VLBSat Scale. pptx
Challenges for Compliant In-Car Payments in Europe Speaker: Jakob Gajdzik, Product Owner eCommerce Digital Transactions at BMW Abstract: As an OEM, there are a series of questions to consider even before in-car payment can be designed technically. Regulations such as PSD2, authentication methods, available standards, and payment process constraints need to be considered. Join us on our road towards compliant in-car payments.	Video not available	Challenges for Compliant In-Car Payments. pptx
Automating Fleet Payments Speaker: Khalid Elawady, Chief Product Officer at CarIQ Abstract: Fleet administrators know that monitoring, verifying, and reconciling payments related to operating a vehicle is a time-consuming necessity. Machine banking allows cars to connect directly with merchants to transact for any type of service and addresses these needs and more.	Recorded Session	Automating Fleet Payments Khalid el-Awady
The EV Charging Ecosystem: Building Out EV Infrastructure • Moderator - John Moon (Connected Travel) • Honda - Boris Polania (Lead Architect) • Tritium - Julian Lile (Manager of Automotive OEM & Fleet) • Arrive - Ed Lewis (Senior Vice President) • Sygic - Giles Shrimpton, (Managing Director Automotive and eMobility) Abstract: OEM's, municipalities, and governments globally are committing to the growth of EVs, leading to the need to rapidly develop and deploy supporting infrastructure to meet the demands of consumers. This new demand presents an opportunity, but also requires, OEMs, suppliers, service providers, and municipalities to collaborate to deploy services to new customers. Our panelist will share their perspective on how they see the ecosystem working together and the challenges they face in this developing market.	Recorded Video	No slides for this session
GENIVI Security Team Workshop		
GENIVI Security Team Overview Speaker: Joby Jester, Solutions Architect at Irdeto and GENIVI Security Team Lead Abstract: Welcome everyone, About the GENIVI Automotive Cybersecurity Team, How to get involved and engage with the team, and lastly what the agenda for the day will be	Recorded Session	GENIVI Security Team 1pg.pptx
On Transforming Automotive Cybersecurity: Bridging gaps, Opportunities, and Diversity Speaker: Ikjot Saini, Academic Director ASRG And Assistant Professor Academic Network Abstract: With the increasing demand for connectivity and the rapidly evolving Autotech sector, cybersecurity concerns have raised exponentially. The global automotive cybersecurity job markets are in a talent crunch and need reskilling, upskilling, and cross-disciplinary competencies to manage the risks in this emerging cyberspace. SHIELD automotive cybersecurity center of excellence at the University of Windsor is dedicated to the development of industry-ready solutions to meet the rapidly changing technology and threats. SHIELD also focuses on training to lower the barrier to entry and create an industry-ready talent pipeline. To enable knowledge transfer and collaborations among research labs at the academic institutions, globally, ASRG is building an academic network for the researchers and graduate students to provide the support network of auto security scholars. One of the important aspects which are often overlooked is diversity at the workplace. In this emerging field, where both automotive and cybersecurity have records of significantly low representation of women, diversity is a major challenge. In 2021, women hold 25% of the cybersecurity jobs globally (source) which has doubled in a decade. While in automotive, the percentage has increased only by 1% from 2014 to 2018(from 7 to 8), with no women on the executive teams of over half of the top 20 companies. The statistics indicate the grim state of the diversity in automotive cybersecurity in the future. This can only be changed by actively and collectively working on diversity and inclusion.	Recorded Session	No slides for this session

The Implications of Biometric Data in the Vehicle Speaker: Jennifer Dukarski, Emerging Technology, IP and Media Litigation at Butzel Long Abstract: Biometric data includes physical or behavioral human characteristics that can be used to digitally identify a person to grant access to systems, devices or data. In terms of biotechnology in the car, researchers proclaim “give me 10 biometric sensors in the car and I’ll revolutionize healthcare.” But collecting this data comes with a price: enhanced security and privacy protections and regulations. This discussion will look at how global and local legal and regulatory frameworks impact the design, collection, and use of this potential treasure trove of data. This topic will: • Define the scope of biometric data and the regulatory frameworks that apply in the US and internationally • Address regulatory directives for security and privacy with the collection, storage, and use of biometric data	Recorded Session	Biometric Data Presentation Dukarski.pptx
Navigating the Current Threat Environment Fireside: Claudia Rast, Department Chair Cybersecurity at Butzel Long, and Scott Bailey Partner at N1 Discovery Abstract: It’s hard to overemphasize the importance of maintaining robust privacy and data security measures. Not only are hackers becoming more sophisticated in their offensive weaponry—even harnessing AI to launch their attacks—but with 1 in 4 Americans continuing to work from home through 2021, threat actors have a broad and largely unprotected threat landscape to harvest. In addition, with fewer employees present at any given time in their traditional office environments, physical security is also important. Recent trends include hacking insurance companies to discover those insureds that have sufficient cyber coverage to afford high ransom demands. We will discuss these and other evolving cybersecurity threats that are present today and that we expect in the coming year and will describe the tools and best practices currently available to augment defenses.	Recorded Session	Rast_ & Bailey_Cybersecurity_Roadmap.PPTX
OpenXSAM Speakers: Dirk Leopold, Regional Director at itemis AG, Brandon Barry CEO at Block Harbor Cybersecurity Abstract: Wouldn’t it be nice if you could export cybersecurity data from your TARA tool and import it into your requirement management platform or verification environment? One of the biggest challenges in automotive security is building cohesion between tools to speed up cybersecurity engineering. https://openxsam.io seeks to achieve this by building an open format to exchange security information for vehicles. In this talk, Itemis will give you an introduction to openXSAM and how it’s used by their TARA platform. Then, Block Harbor will talk about how they envision their integration of openXSAM into their automotive verification environment. You’ll walk away from this talk with new ideas on how you can create a seamless integration between your tools to make your vehicle cybersecurity engineering more efficient and more effective.	Recorded Video	brandon barry-dirkleopold_openXSAM.pptx
Break with the ASRG introduction Video	ASRG Video	
V2X / Cloud Managed Services Security Trends: Speakers: Brandon Barry, Joby Jester Abstract: Explore the trends of Automotive Cybersecurity brought to you by ASRG Leadership and the GENIVI Security Team. Chat about the near and far challenges for AV, EV, Mobility, and beyond! Tune in, sit back, and have a chat with us!	Recorded Session	Automotive Security Trends.pptx
Network Micro-Segmentation Cloaking Technology for Autonomous Vehicles Speaker: Will Hill, Security Technologist at CuDes, and Greg Shields, Director at NetFoundry Abstract: In this talk, we discuss a zero-trust cybersecurity solution that prevents remote access to any software app by hiding the internet connection to this app. Because a hidden-, cloaked-, dark-connection is used, the attack hackers cannot find what does not exist. A user can also implement micro-segmentation such that one software app can only talk to one other software app. The software app can be in the cloud or one app of many apps running on any device with an application processor. Simply put, any app which calls to the internet will be completely hidden from remote access. This is all orchestrated from the cloud as a 100% software solution and no hardware is involved whatsoever. It is free to prototype, right now, via the open-source community.	Recorded Session	Network MicroSegmentation_Day 3_Slides
Automotive Security Hacking & Protection Practice Pre-Recorded: Vincent Zhang - Senior Security Architect at Tencent Abstract: Since the globally recognized “Tesla Model S remote hacking” public research in 2016, Tencent Security Keen Lab has conducted more than 30 connected vehicle security research projects with industry-leading OEMs. This presentation will illuminate common automotive security threats and attack chains based on our rich research experience, as well as mitigation & protection best practices.	Automatic Security Hacking & Protection Practice	No slides for this session

Automotive Ethernet Specific Cybersecurity Protection Solutions with IDS/IPS) Speaker: Gilad Bandel, VP Product & Marketing at Arliou Automotive Cybersecurity Abstract: The automotive industry is swiftly moving towards automotive Ethernet as the new in-vehicle network core. This technology comes with many new features and benefits, but it also comes with numerous legacy risks from the traditional IT Ethernet landscape, as well as from new, error-prone software that is developed. Automotive Ethernet risks need to be mitigated, with security and protection incorporated into new devices. This lecture will detail solutions to address and mitigate those threats and focus on IDS/IPS required functionality.	Recorded Session	No slides for this session
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Friday, 7 May 2021

Title	Video Links	Slides
Common Vehicle Interface Initiative Technical Workshop 3	Not Recorded	N/A. We had a continued discussion with the attendees around topics that were presented in the previous workshops, where you will already find the relevant slides.
Cloud and Connected Services Technical Workshop 2	Recorded Session	N/A. This session was primarily organized around the recorded live demonstration. Please refer to video.
Android Automotive Technical Workshop 2	Recorded Session	

Virtual Showcase Videos On-Demand (click on the video titles below to view)

Company	Video Title (Click to Play Video's On-Demand)	Contact Information
Hyundai - Genesis	Video	