

Scratchpad for Internal planning page for COVESA AMM April 2023 - Technical

tclday

	Plenary / Thought Leadership & Market Trends
	Track 6 - Other ?

Note: If speakers confirm please **change text to green** so I know to add to the reg site. Thank you!

Tuesday 25 April 2023

Day 1	PROPOSED				
Session	Title	Speaker (s)	TYPE	Topic	Owners
1:00 - 1:30	COVESA for Newcomers	Steve Crumb	Plenary / in-person speakers		Steve
1:30 - 2:00	COVESA Member Keynote	COVESA President (Matt)	Plenary / Keynote	TBD	Steve
2:00 - 3:00	Understanding and Engaging in COVESA Expert Groups & Projects	Paul plus others	Round Robin	Explanation and call to participate in the various aspects of the Data EG, EV Charging EG, and other BoFs/Projects; also mention TST Advertisements of new stuff during the week; Q&A	Paul, Steve
3:00-3:15	Break				

Session Time	Track 1 (Data Expert Group)			
Time	Title/Type/Speaker(s)	Title/Type/Speaker(s)		
3:15 - 3:45	<p>Introduction to Vehicle Signal Specification (VSS)</p> <p>Introduction to VSS for those who are not familiar with it. What it is? What business problems does it solve? What it is not? How it fits within COVESA? How to get involved?</p> <p>Adnan Bekan</p>	<p>TOPIC That does not conflict directly with VSS</p> <ul style="list-style-type: none"> • Android App Store BoF? • Deeper dive tech? • Last year was Security 		

3:45 - 4:30	<p>Data Centric Architectures</p> <p>Primary:</p> <p>Stephen Lawrence</p> <p>Supported By:</p> <p>Adnan Bekan</p> <p>Erik Jaegervall</p>		<p>Vehicle Experience Presentation</p> <p>OEM Perspectives on Emerging Industry Opportunities</p>	<p>Mike Nunnery - This is a possible session that we could do like we did at the AMM in October where Steve was moderator and Matt Jones and Charlie Cross did kind of a fireside chat.</p> <p>We know that Matt/Ford and Steve will be in attendance and right now Trpko is working on travel to get out of the ITS American event he is speaking at during the same time as our AMM. Trpko said that he is also going to see if Dan Cashen from Stellantis who it looks like is going to be leading the Vehicle Experience BoF can attend and if not Dan Cashen Trpko is going to talk to Vishnu (SVP at Stellantis) since VP's have easier time with travel approvals. This was a very well attended session on main stage last AMM and great conversations and collaboration conversations too.</p>
4:30 - 5:30	<p>White Label App Store Birds of a Feather</p> <p>Milena Mascalo, BMW</p>			
5:45 - 7:45	<p>Welcome Reception (possibly offsite?)</p>			

Wednesday (Business Track) 26 April 2023

Day 2					
Session	Title	Speaker (s)	TYPE	Topic	Owners
9:00 - 9:15	<p>Welcome & COVESA Introduction</p>	Steve Crumb	Plenary / in-person speakers		Steve
9:15 - 9:45	<p>Future Challenges for an OEM</p> <ul style="list-style-type: none"> • Changing Customer Expectations • Faster delivery and time to market • Increased Developer Efficiency • Software Platforms and Tools 	<p>Matt Jones, Shareef Hakim, Ford Motor Company</p>	Plenary / Keynote		Matt
9:45 - 10:15	<p>Vehicles in a Digital Ecosystem</p>	Gerald Spreitz (Placeholder)	Plenary / Panel		
					Ansysis wants to speak
10:15 - 10:45	Break				

10:45 - 11:15	Navigating the Road Ahead: Understanding the Software-Defined Vehicle Future	Maite Bezerra, Principal Analyst	Keynote /Panel	<p>SDV, Wards Intelligence Informa Tech Automotive Group</p> <p>The automotive industry is converging around the development of software-defined vehicles. However, there is still much uncertainty surrounding what exactly defines a software-defined vehicle and what the product-development path looks like for the industry as they invest billions of dollars in this transition. This session will delve into these critical points and provide insights into the current industry state and expectations for the future of software-defined vehicles.</p>	Informa
11:15-11:45	Business track 2 (Data)		Keynote	Volvo Group AB (Magnus Liljeqvist Global Tech Strategist)	
11:45-12:30	Business track 3 (Data)		Panel	<p>Panel to follow-up keynote following</p> <p>Volvo Group AB (Magnus Liljeqvist Global Tech Strategist), AWS (talking with Lowry), Geotab (Christoph), Start-up? (Maybe RemoteLabs), Ford-Pro (John Musser providing a contact)</p>	<p>Thomas</p> <p>Fleet-OPS; FMS; Open Projects</p> <p>What role does VSS and open standards play in Fleet-OPS?</p>
12:30 - 1:45	Lunch				
1:45 - 2:15	Thought Leadership 3 (Services)	<p>Florian Baumann</p> <p>Senior Director of Product Management, Middleware & DevOps</p>	Chat	<p>Sustainable SW Architecture Development for Future Vehicles</p> <p>*Reduce complexity and interdependencies among the many different ECUs</p> <p>*Unite applications to unlock new software-enabled functionality</p> <p>*Control the software that defines the user experience of their vehicles</p> <p>*Standard-based approaches for interfaces, which improves reuse and creates an open platform for innovation.</p>	<p>Proposal from Roger:</p> <p>There is a clear trend toward app stores – particularly non-Google app stores – and, more broadly, enabling embedded/native application deployment in cars that protect the car makers control and independence and protect the customer's data while also removing the distraction and shortcomings of phone-based mirroring solutions. This is reflected in recent announcements from Aiden Auto, Volkswagen /CARIAD, and Mercedes MB.OS. There are significant implications for connectivity and the connectivity budget – to say nothing of business model implications. I am prepared to address all of that with both secondary market data, forecasts, and consumer survey data regarding their preferences from our own survey work.</p>
2:15 - 3:00	Business track 4 (panel) (Services)	<p>Moderator: Maite Bezerra, Principal Analyst - SDV, Wards Intelligence Informa Tech Automotive Group</p> <p>Panelists</p>	Panel	<p>Questions posed during this panel:</p> <ul style="list-style-type: none"> Is combining third-party apps with modular and open architectures the speediest and most effective solution for software-enabled revenues? How can OEMs bring big tech services to the car while maintaining control over revenues? In what ways will software-enabled vehicles increase user engagement with vehicle embedded systems and enable the development of value-added services? How do driver assistance safety features interplay with user experience and enable monetizable use cases? 	<p>Informa/COVESA</p> <p>Informa reaching out to the European Advisory panel. Maite will moderate. ETA: Title/Abstract by 3/10; Panelists by 3/24</p>
3:00-3:15	Break				
3:15 - 4:00 (45 mins needed)	Business track 5 Vehicle Experiences		Panel	<p>Stellantis?? - Trpko or Dan Cashen (working on it, Rightware Andreas Binner/CTO (Confirmed), Pulselabs - Lincoln Merrihew? Google - Steve Higgs?, Others?</p> <p>In-Cabin Choreography: Designing the Ultimate Vehicle Experience</p> <p>Consumers expect the absolute best, safest and problem free content and experiences available from their phones, smart home devices, computers and electronic devices, immediately as they become available. Why would they expect less from a vehicle? They won't.</p> <p>To enable this vehicle manufacturers must not think in terms of fixed predefined use cases bound to specific hardware. They must think in terms of what capabilities, functions and flexible interfaces must be enabled to support great current experiences as well as those yet unknown future experiences. They must also think in terms of rapid, safe, frictionless updates to the content and experiences.</p> <p>What is needed to design the ultimate in-vehicle experience? What will these experiences be? How will the industry deliver and continue to deliver these experiences?</p>	<p>COVESA/Mike</p> <p>Trpko Blazeovski (Global Innovation Mgr) is working on getting out of speaking commitment he has at ITS America same time as our AMM. He is also looking to see if he can get travel approval for Dan Cashen (Chief Engineer - Cockpit from Stellantis) to travel. If not, Trpko is going to talk to Vishnu Sundaram (SVP Cockpit, Connectivity & Cloud) to travel since it is easier for SVP to get travel approved.</p>

4:00 - 4:45	<p>Cologne to Porto - EV Charging Experience - A First Hand Perspective</p> <p>20 minutes - Matus Banyay shares his experience from his trip from Cologne to Porto in a Ford Mach E</p> <p>Matus Banyay</p> <p>25 minutes - Matus moderates a panel of industry experts to discuss the issues good and bad uncovered by the trip.</p> <p>Potential Panelists:</p> <p>Rolf Bienart - OpenADR, Technical Director</p> <p>Achim Henkel, Bosch, Director of Automotive Technologies</p> <p>Adam Woolway - Parkopedia, Head of EV</p> <p>Simon Vogt - Co-Founder & Charge</p> <p>BMW? :</p> <p>Dr. Ali Koç - Head of Location Platform</p>		Panel	<p>Possibly Matus (moderation) - on EV Charging experience and collaboration needed (Mobility Data Space, BMW?, OpenADR ED (Bienert), Achim or Dirk/Bosch, Charging Station provider/Oliver Adrian?) Parkopedia</p>	<p>COVESA/Paul</p> <p>Note: Adam Woolway has been contacted and is going to discuss if this is an event that he can come and speak at since it requires travel.</p>
4:45 - 5:15 (Adjust time)	<p>The importance of defining a comprehensive legal framework for the Software-defined vehicle development</p>	<p>Pedro López Estepa, Director of Automotive, RTI</p>	Keynote	<p>Abstract The automotive manufacturers seek to maintain control over the aspects that provide the greatest potential for differentiation, and the software is at the core. This change of paradigm would impact the function of the traditional supply chain. Derived from these challenges and implications from the Software-defined Vehicles comes another complication: developing a comprehensive legal framework. This framework must encapsulate two of the most important legal aspects of the design: liability and IP ownership. In these aspects, there are major differences between traditional hardware design and the implications that software co-development will bring to the table.</p> <p>This session will cover the reasons behind the urgent need for vehicle manufacturers to determine a new legal framework defining who will own the IP and therefore be responsible for the liabilities, warranty and reliability in the Software-defined Vehicle.</p>	Steve
5:30 - 8:30	COVESA Member Showcase & Reception - 4-5 vehicles?; 18-22 estimated showcases				Question about space for 5 cars

Wednesday 26 April 2023 (Technical Sessions)

Day 2					
Session Time	Track 1 (Data Expert Group)	Track 2	Track 3 ?	Type	Notes /Owners

Time	Title/Type/Speaker(s)	Title /Type /Speaker (s)	Title /Type /Speaker (s)		
09:00 - 10:00	<p>Data Expert Group Update</p> <p>General update highlighting DEG progress</p> <p>Primary:</p> <p>Erik Jaegervall</p> <p>Supporting:</p> <p>Adnan Bekan</p> <p>Stephen Lawrence</p>				IVP/IVE Moved this to Thursday since this competes with too many other key sessions
10:00 - 10:30	<p>VSS Working Session</p> <p>VSSo - Grounding Ontologies and Modeling</p> <p>Primary:</p> <p>@Daniel Alvarez</p> <p>Ted Guild</p> <p>@Felix Loesch</p>				IVP/IVE Moved this to Thursday since this competes with too many other key sessions
10:30-10:45	Break				
10:45-11:30	<p>VSS Working Session</p> <p>VSSo - Grounding Ontologies and Modeling (continued)</p> <p>Discussion</p> <p>Primary:</p> <p>@Daniel Alvarez</p> <p>Supporting:</p> <p>Ted Guild</p> <p>@Felix Loesch</p> <p>VSS Working Session</p> <p>What do we need to boost the development of connected vehicle services?</p> <p>30 minutes</p> <p>Felix Loesch</p>				IVP/IVE Moved this to Thursday since this competes with too many other key sessions
11:30 - 12:30	<p>Evolving VSS into an agnostic information model</p> <p>30 minutes</p> <p>Ulf Bjorkengren</p> <p>Supporting:</p> <p>Erik Jaegervall Adnan Bekan Ulf Bjorkengren</p>				
12:30 - 13:30	Lunch				

13:30 - 14:15	<p>Developing with Drive Playback</p> <p>“Volvo and RemotiveLabs will demonstrate a solution to playback drive cycles that maps vehicle signals to VSS. The solution hides OEM proprietary signal properties and filters relevant signals for the application developers. Furthermore, we will be running an Android Automotive application that consumes and presents vehicle data. We believe that by adapting an open vehicle data model – VSS - we will facilitate automotive application development, rapid prototyping, and proof concepts across brands and OEMS.”</p> <p>Peter Winzell Lead SW engineer, Volvo</p> <p>Renjith Rajagopal SW Engineer, Volvo</p> <p>Kristoffer Nilsson SW Engineer, Volvo</p> <p>Emil Dautovic, VP Business Development, RemotiveLabs</p>				
14:15 - 15:00	<p>Using VSS to interact with AUTOSAR systems (VSS Vehicle API)</p> <p>Erik Jaegervall</p> <p>Henkel Achim</p>				
15:00 - 15:15	Break				
15:15-15:45	<p>Truly portable Vehicle Applications using Webassembly & WASM</p> <p>Matthias Danzeisen</p> <p>Support Sebastian Schildt</p>				
15:45-16:30	<p>Deployment Options and Security Architecture using VSS in-vehicle</p> <p>Sebastian Schildt</p>				
16:30 - 17:00	<p>VSS in a VISSv2 Interface</p> <p>Ulf Bjorkengren</p>	White Label App Store Project Working Session			
	<p>VSS Deployment Scenarios</p> <p>Status on what scenarios we have identified and rough architecture for each, and/or discuss what scenarios we need to cover</p> <p>Erik Jaegervall</p> <p>Adnan Bekan</p> <p>Sebastian Schildt</p>	White Label App Store Project			
17:30 - 20:30	COVESA Showcase & Reception				N/A

Thursday 27 April 2023

Day 3					
Session Time	Track 1	Track 2	Track 3	Notes/Owners	
Time	Title /Type /Speaker (s)	Title/Type/Speaker(s)	Title/Type/Speaker(s)		

09:00 - 09:30	Arch and Infrastructure Working Session Datacentric Architecture Design Pattern Stephen Lawrence, Andre Wendel BMW	EV Power Optimization Project Status Presentation on progress of EV Power Optimization Project with discussion on use cases related to Infotainment and other Modules Pradeep Kumar Chandra Chitikela	Other Topics: AUTOSAR/COVESA / SDV including SOAFEE and Eclipse SDV FMS Workshop? (VCC, RemoteLabs) Simulation/DigTwin/ (Ansys, Drivesec, Bosch/Felix, Walter, etc.) EU Data Regulations (EU-IoT, etc.)	
09:30 - 10:00	Arch and Infrastructure Working Session Stephen Lawrence Adnan Bekan		(Possibility to have a session here on Vehicle Experience ?????) or could possibly be a project proposal workshop if Pulselabs (Lincoln) is attend called " Creating Standard Guidelines for Measuring Vehicle Cabin User Experience (UX) "	NOTE: this there is 1/2 hour here that does not map to the panels on IVP below and discussions, perhaps I can get a talk here for 20+ minutes on Vehicle Experience????? let me know if I have this time slot and I can come up with something as we get to know who might be attending the AMM. Might also be able to present a proposal on Vehicle Experience Project here as well if Lincoln from Pulselabs is attending.
10:00-10:15	Break			
10:15-11:00	Arch and Infrastructure Working Session Stephen Lawrence Adnan Bekan	EV Power Optimization Workshop Workshop can be a panel based technical discussion on applicability of EV Power Optimization in different automotive systems Pradeep Kumar Chandra Chitikela	(10 minutes) Introduction to the IVP SIG AMM Session • Speaker: John Moon (50 minute panel) Title - Vehicle Wallets (exact title being discussed) Aiden (Confirmed) • Speaker from Aiden TBD might be Niclas Gyllernam, CEO, Jonas Fenn CCO, or Todd Thomas, CRO	NOTE: we need a 10 minute intro followed by a 45-50 minute panel. I did not want to adjust the time slots myself..... Title on Vehicle Wallets is being discussed with panelist to come up with a really good title along with a descriptive abstract that will be compelling. The session is confirmed and and just confirming if Stellantis can also participate and who from Stellantis. If Stellantis can not participate in this session then Starfish said they can bring someone from MBition to participate.
11:00-12:00	Fleet Ops Ted Guild	EV Charging Event Data Aggregation project, working session Matus Banyay Karsten Kroebel - Ford Henkel Achim - Bosch Unknown User (dirk.slama@bosch.com) -Bosch	Mavi (Confirmed) • Speaker is Vamsi Putrevu Starfish: (Confirmed) • Speaker is Jens Kohnen (mgr director) Stellantis: (Not Confirmed As Yet) • Speakers (TBD): Trpko / Dan Cashen / Vishnu	
12:00 - 13:30	Lunch			
13:30 - 14:00	FMS /VSS Discussion	EV Charging Event Data Aggregation project, working session Matus Banyay Karsten Kroebel - Ford Henkel Achim - Bosch	(45 minute Panel) Title: Payments in Automotive - Looking Beyond IVP • Discover ◦ Julius Alexander • WEX ◦ Speaker TBD • FIS ◦ Speaker TBD • Sony ◦ Speaker TBD • JP Morgan/Chase ◦ Speaker TBD • Mercedes ◦ Speakers TBD Mark Gerban	Note: this is a work-in-progress since John Moon is talking to all the listed parties to the left to confirm travel to Porto AMM. Note: we need to have 45 minutes for this panel but did not want to try to adjust the time slot framework myself. This should go from 13:30 to 14:15

14:00 - 14:30	VSS Working Session – <i>Erik Jaegervall</i>	VSS In-vehicle authorisation: Concepts, Deployments, Fit to OAuth2 systems <i>Sebastian Schildt</i>	Title: Path to Implementing a Vehicle Wallet (Confirmed) <ul style="list-style-type: none"> • Mavi <ul style="list-style-type: none"> ◦ Vamsi Putrevu 	Note: In this session we will be talking about IVP Vehicle Wallet in more technical details as well as project proposal around Vehicle Wallet. This could end up be a 40 minute presentation and talk combined. This session should start at 14:15 and go to 15:00	
14:30 - 15:00	<i>Adnan Bekan</i>		Title: Payments Platform Development Considerations for OEM Adoption (Confirmed) <ul style="list-style-type: none"> • Starfish <ul style="list-style-type: none"> ◦ Markus Kuhnt 	Note: In this session we will be continuing to talk about IVP project proposal and considerations lead by Starfish who might also bring MBition into the discussions (Starfish) is doing the work here for Mercedes on their IVP platform. This session should go from 15:00 to 15:40	
15:00 - 16:00	Data Expert Group Wrap Up				
5:00 - 6:00	Brews & Brainstorming				

Friday 28 April 2023 - 9 - 2pm - Data Expert Group Workshop - Erik Jaegervall and Adnan Bekan.