SAE 2013

Electronic Systems for Vehicle Propulsion and Intelligent Vehicle Systems Symposium

September 17-18, 2013
Troy, Michigan, USA
Troy Marriott

An SAE Convergence® Program

EVENT GUIDE
Includes Final Program and Exhibit Directory
SYMPOSIUM ORGANIZERS

BERNARD CHALLEN
ENGINEERING CONSULTANT
SHOREHAM SERVICES

RICCARDO GROPPO
CEO
IDEAS & MOTION

KARINA MORLEY
DIRECTOR, GOVERNMENT AFFAIRS
MAGNA POWERTRAIN

WENSI JIN
AUTOMOTIVE INDUSTRY MANAGER
MATHWORKS INC

SCOTT MCCORMICK
PRESIDENT
CONNECTED VEHICLE TRADE ASSOCIATION

PATRICK LTEINTURIER
SENIOR PRINCIPAL AUTOMOTIVE SYSTEMS
INFINEON TECHNOLOGIES AG
AUTOMOTIVE DIVISION

MASSIMO OSELLA
MANAGER
GENERAL MOTORS R&D

CHRISTOPHER (CHRIS) A. LUPINI
STAFF RESEARCH ENGINEER
DELPHI CORPORATION

LINDA SENIGAGLIA
SENIOR DIRECTOR OF PRODUCT MARKETING
NAVIGATION SOLUTIONS LLC

LAURA MARLINO
DEPUTY DIRECTOR
OAK RIDGE NATIONAL LABORATORY

MARK ZACHOS
FOUNDER AND PRESIDENT
DG TECHNOLOGIES, INC.
This `multi-track' Symposium will examine items critical to engine, transmission, and intelligent vehicle system development – which have profound effects on the development of electronic technology within vehicle platforms.

The objective of this event is to create a more sustainable system of vehicle transportation. This will be achieved through keynote addresses, industry-focused panel discussions, and engaging technical presentations.

Track 1: Convergence of Electronic Systems for Vehicle Propulsion (ESVP) This track addresses the trends, the challenges and the solutions of electronic systems controlling vehicle propulsion. It covers the controls of internal combustion engines (ICE), transmission & drivelines, xEV applications and electrification. The focus is on electrification impacts of the various systems. Experts from OEMs, integrators, tier1 suppliers, and academia address issues critical to the automotive industry.

Track 2: Convergence of Intelligent Vehicle Systems (IVS) This track addresses the entire electronic infrastructure that is connecting the HEV, EV and ICE vehicle to its environment. The application of vehicle electronics technology in safety, intelligent transportation systems (ITS) applications, ADAS (Advanced Driver Assistance Systems), the mobile internet, power system architectures and security issues are the focus of these technical sessions. This track provides a view of both system and component level architectures.
<table>
<thead>
<tr>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 17</td>
<td>September 18</td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
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<tr>
<td>Opening Remarks / Keynotes</td>
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<tr>
<td>Current and Future Expectation of Consumers on Mobility Electronics</td>
<td>The Challenges and Future of Electronic Systems for Vehicle Propulsion</td>
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<tr>
<td>Technical Session</td>
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<tr>
<td>Improved Internal Combustion Engine</td>
<td>Mechatronic - Sensors &amp; Actuators</td>
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<tr>
<td>Panel Discussion</td>
<td>Technical Session</td>
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<tr>
<td>Engine Systems &amp; Their Controls</td>
<td>Components &amp; Technologies</td>
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<tr>
<td>12:30 p.m.</td>
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<td>Lunch</td>
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<td>48V and Higher - Hybrid Control Systems</td>
<td>System Engineering (Method, Process &amp; Tools)</td>
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<td>Panel Discussion</td>
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<tr>
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<td>Ten Year Horizon - Where do we see new technology in electronics going?</td>
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<td>5:00 p.m.</td>
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<tr>
<td>Reception with Exhibitors</td>
<td>Conclusion</td>
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</tbody>
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<td>Electrical Energy Systems Architecture</td>
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<td>Cyber Security of Vehicle Connectivity</td>
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GENERAL INFORMATION

LOCATION
Detroit Marriott Troy
200 W. Big Beaver Rd
Troy, Michigan 48084
Phone: 1-248-680-0344

REGISTRATION
Peninsula Grand Ballroom Foyer
Tuesday, September 17, 2013
7:30 a.m. – 5:00 p.m.
Wednesday, September 18, 2013
7:30 a.m. – 1:30 p.m.

EXHIBITS
Visit the exhibits located in Salon E, F, G and H during breaks, lunches and networking reception.

TECHNICAL SESSIONS
Tuesday, September 17
8:30 a.m. – 5:00 p.m.
Wednesday, September 18
8:30 a.m. – 5:00 p.m.

LOCAL RESTAURANTS
- 200 west, on site
- The Melting Pot a fondue restaurant 0.6 mile(s)
- Champs Americana 0.1 mile(s)
- P. F. Chang’s China Bistro 1.7 mile(s)
- Brio Tuscan Grille 1.7 mile(s)
- Maggiano’s Little Italy® 1.2 mile(s)
- McCormick & Schmick’s Seafood & Steaks 2 mile(s)
- Ocean Prime 1.8 mile(s)
- J. Alexander’s 1.6 mile(s)
- Granite City Food & Brewery 0.8 mile(s)

ATTRACTIONS/THINGS TO DO
- Somerset Collection (Mall)
- Palace of Auburn Hills
- Great Lakes Crossing Outlets
- DTE Energy Music Theater
- Cranbrook Museum
- Comerica Park (Detroit Tigers)
- Detroit Zoo
- Oakland Mall
- Ford Field
- Joe Louis Arena (Red Wings Hockey)

HOTEL FLOOR PLAN

SALENS A B C D E F G H

Dennison Junior Ballroom

Peninsula Grand Ballroom

Private Dining Room 1

Private Dining Room 2

Private Dining Room 3

Athens

Schema

Coat Room

Boardroom

Mediterranean Room

Upper

Lower

NILES

SECTION I

SECTION II

SECTION III

SECTION IV

SECTION V

SECTION VI

SECTION VII

SECTION VIII

SECTION IX

SECTION X

SECTION XI

SECTION XII

SECTION XIII

SECTION XIV

SECTION XV

SECTION XVI

SECTION XVII

SECTION XVIII

SECTION XIX

SECTION XX

SECTION XXI

SECTION XXII

SECTION XXIII

SECTION XXIV

SECTION XXV

SECTION XXVI

SECTION XXVII

SECTION XXVIII

SECTION XXIX

SECTION XXX

SECTION XXXI

SECTION XXXII

SECTION XXXIII

SECTION XXXIV

SECTION XXXV

SECTION XXXVI

SECTION XXXVII

SECTION XXXVIII

SECTION XXXIX

SECTION XL

SECTION XLI

SECTION XLII

SECTION XLIII

SECTION XLIV

SECTION XLV

SECTION XLVI

SECTION XLVII

SECTION XLVIII

SECTION XLIX

SECTION L

SECTION LI

SECTION LII

SECTION LIII

SECTION LIV

SECTION LV

SECTION LVII

SECTION LVI

SECTION LIX

SECTION LX

SECTION LXI

SECTION LXII

SECTION LXIII

SECTION LXIV

SECTION LXV

SECTION LXVI

SECTION LXVII

SECTION LXVIII

SECTION LXIX

SECTION LXX

SECTION LXXI

SECTION LXXII

SECTION LXXIII

SECTION LXXIV

SECTION LXXV

SECTION LXXVI

SECTION LXXVII

SECTION LXXVIII

SECTION LXXIX

SECTION LXXX

SECTION LXXXI

SECTION LXXXII

SECTION LXXXIII

SECTION LXXXIV

SECTION LXXXV

SECTION LXXXVI

SECTION LXXXVII

SECTION LXXXVIII

SECTION LXXXIX

SECTION C

SECTION D

SECTION E

SECTION F

SECTION G

SECTION H

SECTION I

SECTION J

SECTION K

SECTION L

SECTION M

SECTION N

SECTION O

SECTION P

SECTION Q

SECTION R

SECTION S

SECTION T

SECTION U

SECTION V

SECTION W

SECTION X

SECTION Y

SECTION Z

Hotel Floor Plan

Brandie Schandelmeier
Content Administrator
bschandelmeier@sae.org
+1-724-772-7191

Marc LeDuc
Business Developer
mleduc@sae.org
+1-248-273-4085

James Sherman
Business Developer
jsherman@sae.org
+1-724-612-3214

Darlene Waychoff
Project Manager
darway@sae.org
+1-724-772-7165

Vanessa Reddick
Sales & Development
vreddick@sae.org
+1-724-772-7591

Shawn Andreassi
Manager, Corporate Communications
shawna@sae.org
+1-724-772-8522
KEYNOTE SPEAKERS

DAY ONE OPENING KEYNOTE SPEAKER: CURRENT AND FUTURE STATE OF MOBILITY ELECTRONICS

LISA WHALEN
Vice President, Automotive & Transportation Growth Consulting
Frost & Sullivan

Lisa Whalen is Vice President, Automotive & Transportation Growth Consulting for Frost & Sullivan.

In her role, Lisa collaborates with automotive industry stakeholders to formulate growth strategies. She has managed several hundred research, analytical, and consulting projects and reports, including customer and product research; sales performance and forecasting; competitor intelligence insights; product planning; product, powertrain and technology roll-out plans; business, brand and marketing strategy development and serves as a thought leader on megatrends and their impact on urban mobility.

Prior to her tenure at Frost & Sullivan, Lisa worked for General Motors and J.D. Power and Associates, and gathered international work experience in China and Germany, before she moved back to the U.S.

DAY TWO OPENING KEYNOTE SPEAKER: THE CHALLENGES AND FUTURE OF ELECTRONIC SYSTEMS FOR VEHICLE PROPULSION

MIRCEAU GRADU
Vice President - Powertrain, Transmission and Driveline Engineering and Head of Virtual Analysis
Chrysler Group LLC

Mircea Gradu was appointed Vice President and Head of Transmission Powertrain and Driveline Engineering, Chrysler Group LLC on July 1, 2011. In this position, Gradu is responsible for the design, development and release of all Transmission and Driveline systems for Chrysler Group LLC. In addition to this role, Mircea Gradu will continue as Head of Virtual Tools Analysis and is responsible for identifying, enhancing and deploying virtual engineering capability. Additionally, he is a member of the Product Committee, reporting to Sergio Marchionne, Chief Executive Officer, Chrysler Group LLC.

Gradu is a recipient of the 2008 Edward Cole Award for Automotive Innovation from the Society of Automotive Engineers (SAE) and serves as Vice President of SAE International - Automotive Sector 2010-2012. Gradu was appointed SAE Fellow in 2011 and is, together with his team, the recipient of the 2010 SAE-Timken Howard Simpson Innovation Award for Transmission and Driveline Engineering. He enjoys travel and outdoor recreation, including mountain biking, kayaking and kite boarding.
9:00 - 10:30 AM: IMPROVED INTERNAL COMBUSTION ENGINE

FUTURE OUTLOOK FOR POWERTRAIN TECHNOLOGY
Dr. David Boggs
Technical Specialist
Ricardo plc

IMPROVED INTERNAL COMBUSTION ENGINES - VOLKSWAGEN GROUP POWERTRAIN AND FUEL STRATEGY
Bob Gruszczynski
OBD Communication Expert
Volkswagen Group of America, Inc.

THE SMART CONCEPT: HANDLING THE COMPLEXITY OF FUTURE POWERTRAINS
Dr. Matthias Wellers CEng
Managing Director
AVL Powertrain UK.

11:00 AM - 12:30 PM: ENGINE SYSTEMS & THEIR CONTROLS - EXPERT PANEL DISCUSSION

Moderator:
Paul Baltusis
Technical Leader in the Global Powertrain Controls System Engineering Department, Powertrain Engineering Ford Motor Company

Panelists:
Eileen Davidson
Technical Expert in Powertrain Control Software Architecture Ford Motor Company

Michael Grimes
GM Technical Fellow - Microcontrollers and Semiconductors GM Powertrain

Robert Rimkus
General Motors Co.

Robert Miller
North American Director of the Product Line Embedded Software Vector CANtech Inc.

Joe Capuano
Director, Regional Business Unit Diesel Gasoline Systems - Electronic Control Units Robert Bosch LLC

Dietrich Burkhardt
Manager Schaeffler Group USA

9:00 - 10:30 AM: INTERACTION TO INFRASTRUCTURE - EXPERT PANEL DISCUSSION

Moderator:
Mark Zachos
Founder and President DG Technologies

Panelists:
Linda Senigaglia
Senior Director of Product Marketing Navigation Solutions LLC

Udi Naamani
Center For Automotive Research (CAR)

Christopher Peplin
Research Scientist Ford Motor Company

Mark Shasteen
Vice President, Automotive Communications Test Design Inc (CTDI)

11:00 AM - 12:30 PM: ADVANCED DRIVER ASSIST SYSTEMS

AUGMENTING VEHICLE LOCALIZATION USING VISUAL CONTEXT
Hadj Hamma Tadjine
Senior Project Manager IAV GmbH

NEW MATHEMATICS OF ‘SITUATIONAL DRIVING’
Dr. Edward R. Griffor
Technical Fellow Chrysler Group LLC

EVOLUTION FROM ASSISTED TO AUTOMATED DRIVING
Holger Schanz
Senior Manager, Advanced Technology and ADAS Continental Corporation
DAY 1 - ELECTRONICS SYSTEMS FOR VEHICLE PROPULSION (CONTINUED)

1:30 - 3:00 PM: 48V AND HIGHER - HYBRID CONTROL SYSTEMS

ECONOMIC HYBRIDIZATION AND THE INFLUENCE OF CONSTRAINTS
Mr. Peter J. Savagian
General Director, Electrification Systems and Electric Drive Engineering
General Motors Co.

OPPORTUNITIES AND CHALLENGES OF HYBRID ELECTRIC VEHICLES: WHAT IS THE “RIGHT” LEVEL OF ELECTRIFICATION?
Daniel Kok
Manager, Advanced Electrified Powertrain Systems
Electrified Powertrain Systems Engineering
Powertrain Product Development
Ford Motor Co.

48V HYBRID SYSTEMS - DELIVERING FUNCTION AT REDUCED COST
Philip George
Schaeffler Group USA, Inc

3:30 - 5:00 PM: POWER CONVERSION AND EFFICIENCY

OPTIMIZING ENERGY AND MAXIMUM POWER SILICON TEMPERATURES FOR HIGH VOLUME ELECTRIC MOTOR DRIVES
Jack Ingram
Electrical Engineer - Power Stage Development
Delphi Corporation

WHAT CAN BE DONE TO BE MORE EFFICIENTLY WITH ENERGY USAGE FOR HEV’S – ENGINEERING CONSULTING COMPANY?
Noel Mack
Product Group Director for Hybrid and Electric Vehicle and Driveline and Transmission Systems
Ricardo plc

HOW WILL POWER CONVERSION MODULES CHANGE OVER THE NEXT 5 - 10 YEARS?
Alan Brown
Senior Hardware Engineer/Systems Engineer
HELLA, Inc.

DAY 1 - INTELLIGENT VEHICLE SYSTEMS (CONTINUED)

1:30 - 3:00 PM: VEHICLE NETWORKING

V2V COMMUNICATION NETWORK FOR INFOTAINMENT AND SOCIAL NETWORKING APPLICATIONS
Fan Bai
Senior Researcher in the Electrical & Control Integration Lab., Research & Development and Planning
General Motors Co.

DSRC FOR V2V SAFETY
John Kenney
Sr. Research Engineer
Toyota Motors Co.

GOING WIRELESS - OPPORTUNITIES AND CHALLENGES FOR MOBILITY
Marco Grutese
Associate Professor of Electrical and Computer Engineering
Rutgers University

3:30 - 5:00 PM: CONVERGENCE IN CONNECTIVITY FROM OTHER MOBILITY INDUSTRIES - EXPERT PANEL DISCUSSION

Moderator:
Mark Zachos
Founder and President
DG Technologies

Panelists:
Joe Zinecker
Director, Combat Maneuver Systems
Lockheed Martin Missiles and Fire Control

Michael S. Moore
Staff Engineer
Southwest Research Institute (SwRI)

Keith S. Harrington
Manager, Product Strategy
Freightliner Trucks
## Day 2 - Electronics Systems for Vehicle Propulsion

### 8:30 - 9:00 AM: Opening Keynote Speaker

**The Challenges and Future of Electronic Systems for Vehicle Propulsion**

**Mircea Gradu**  
Vice President - Powertrain, Transmission and Driveline Engineering and Head of Virtual Analysis  
Chrysler Group LLC

### 9:00 - 10:30 AM: Mechatronic - Sensors & Actuators

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Company</th>
</tr>
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<tbody>
<tr>
<td><strong>Multi-Actuator Fusion Algorithm for Automated Lateral Motion Control</strong></td>
<td>Jin-Woo Lee, Ph.D.</td>
<td>Perceptions &amp; Vehicle Control Systems, General Motors R&amp;D</td>
</tr>
<tr>
<td><strong>Smart Actuator Control in Powertrain Systems</strong></td>
<td>Riccardo Groppo</td>
<td>Ideas &amp; Motion, S.p.A</td>
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<tr>
<td><strong>Reliability of Multi-Sensor Fusion for Automotive Applications</strong></td>
<td>Venkatesh “Venki” Agaram, PhD</td>
<td>Director Automotive &amp; Industrial Strategy, PTC</td>
</tr>
</tbody>
</table>

### 9:00 - 10:30 AM: Electrical Energy Systems Architecture

<table>
<thead>
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<tr>
<td><strong>What Are the Safety Needs for Energy System Optimization in Intelligent Vehicles</strong></td>
<td>Mengyang Zhang</td>
<td>Chrysler Group LLC</td>
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<td><strong>Architecture Options for Energy Systems of Intelligent Vehicles</strong></td>
<td>David Koch</td>
<td>General Motors Co</td>
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<tr>
<td><strong>Methods for Stabilization and Back Up Energy</strong></td>
<td>Speaker Name Not Available At Time Of Press</td>
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### 11:00 AM - 12:30 PM: Cyber Security of Vehicle Connectivity - Expert Panel Discussion

**Moderator:** Linda Senigaglia  
Navigation Solutions  
**Panelists:**  
Bob Fust  
Director, Americas Product Line Management  
Global Data Connectivity Product Line Manager, Delphi Corporation  
Scott McCormick  
President, CVTA  
Arthur Carter  
Engineer, NHTSA  
Dr. Denis Foo Kune  
University of Michigan
DAY 2 - ELECTRONICS SYSTEMS FOR VEHICLE PROPULSION (CONTINUED)

1:30 - 3:00 PM: SYSTEM ENGINEERING (METHOD, PROCESS & TOOLS)

SYSTEM ENGINEERING FOR TODAY’S COMPLEX PROPULSION SYSTEMS - A CONTROL SYSTEM PERSPECTIVE
Anthony M. Phillips
Senior Technical Leader, Vehicle and Battery Controls
Ford Motor Company

SYSTEMS INTEGRATION: BRIDGING THE GAP BETWEEN THE OEM AND SUPPLIERS USING SYSTEMS ENGINEERING
Joseph Lemieux
Business Unit Director, Transmission & Driveline
IAV Automotive Engineering Inc.

Jason McConnell
Business Unit Director, Hybrid & Electrification
IAV Automotive Engineering Inc.

DAY 2 - INTELLIGENT VEHICLE SYSTEMS (CONTINUED)

1:30 - 3:00 PM: ENABLING TECHNOLOGIES IN VEHICLE ELECTRONICS FOR THE CONNECTED VEHICLES

THE ROLE OF SOFTWARE IN CONNECTED VEHICLES
William G Shogren
Chief Engineer, Adv Safety
Delphi Electronics + Safety

ENGINEERING TOOLS REQUIRED FOR DEVELOPING CONNECTED-CAR NETWORKS
Robert W. Burke
Regional Sales Manager
Spirent Communications

UTILIZING AN EXTENSIBLE PLATFORM FOR MULTIPLE V2I IMPLEMENTATIONS
D. Scott Watkins
CruiseCam

CLOSING PANEL

3:30 - 5:00 PM: PANEL DISCUSSION: TEN YEAR HORIZON - WHERE DO WE SEE NEW TECHNOLOGY IN ELECTRONICS GOING?

Moderator:
Bernard Challen
Engineering Consultant
Shoreham Services, LLC

Panelists:
Stephan A. Tarnutzer
CEO
DGE Inc.

Chris Hennessey
Business Unit Director of Vehicle Systems
IAV Automotive Engineering Inc.

Patrick Letteinturier
Senior Principal Automotive Systems
Infineon Technologies AG

Glen Devos
Director North America
Delphi Corporation

Gary Streelman
Director Advanced Engineering & New Concepts
Magneti Marelli, NA Infotainment & Telematics
When you need help with an embedded systems engineering project, you can depend on DornerWorks. We partner with you to complete your project on time and on budget, while upholding your high standards of safety and quality. Services offered are Embedded software development, Electronic system architecture, Electronic hardware development, FPGA/ASIC custom logic engineering, Requirements definition, Verification and validation.

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United States
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BOOTH #4
EcoCAR 2: Plugging In to the Future, a three-year automotive engineering competition established by the U.S. Department of Energy and General Motors, challenges 15 North American collegiate teams to reduce the environmental impact of a 2013 Chevrolet Malibu without compromising performance, safety and consumer acceptability. For more details, visit our website.

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Japan
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BOOTH #1
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United States
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ATTENTION SAE EVENT ATTENDEES:

BROWSE RELATED ELECTRONICS RESOURCES FROM SAE INTERNATIONAL

engineering.sae.org/myelectronicsinfo

V2V/V2I Communications for Improved Road Safety and Efficiency
Check out this featured product and others.