Artificial Intelligence in Automotive and Mobility

Israel Ronn
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ABOUT SPOTAM

Auto-Tech

Vehicle Telematics

Mobility & ITS

SAE representative in Israel
SPOTAM SERVICES

- Business development
- Limited period teaming
- Market research
- Feasibility study
- Strategic consultation
- Knowledge enhancement seminars
- Product initiation (principles, full, project)
<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>3:00 pm – 3:15 pm</td>
<td>Gathering – Coffee, refreshments and snacks</td>
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<tr>
<td>3:15 pm – 3:20 pm</td>
<td>SAE Greetings</td>
<td>Dave Weil - Director of Engineering Events, SAE International</td>
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<tr>
<td>3:20 pm – 3:35 pm</td>
<td>Opening &amp; market update</td>
<td>Israel Ronn - President, Spotam</td>
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<tr>
<td>3:35 pm – 4:25 pm</td>
<td>Keynote: The Future of Growth in Mobility: AI Comes of Age</td>
<td>Monika Minarcin Digital Business Integration Executive, Accenture</td>
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<td>4:25 pm – 4:55 pm</td>
<td>Leveraging Data &amp; AI as an automotive OEM: A Commercial Vehicles Perspective</td>
<td>Juri Fedjaev Product Owner Data &amp; AI, Volkswagen Commercial Vehicles</td>
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<tr>
<td>4:55 pm – 5:20 pm</td>
<td>Coffee Break</td>
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<td>5:20 pm – 5:50 pm</td>
<td>Combining AI and CAE in order to save lives</td>
<td>Gilad Avrashi Co-Founder &amp; CTO, MDGo</td>
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<tr>
<td>5:50 pm – 6:20 pm</td>
<td>AI Acceleration using Xilinx SoC</td>
<td>Michael Pechorsky Xilinx FAE, Avnet</td>
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<td>6:20 pm – 6:45 pm</td>
<td>Experts panel: Expanding Automotive AI horizon</td>
<td>Dudy Markus CEO, MarkUtek, moderator Tal Krzypow VP product, EyeSight Walter Hageltnner, ADAS_mng Consulting David Oren, CSO, UVeye</td>
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FLEET MANAGEMENT AT TECHNOLOGY DEAD-END

Israel Ronn at December 2017 (Automotive market update).

- Highly competitive market
- No technology break through but growing technology intensity
- Devices business towards high-end matchup
- Low penetration rate reflects opportunity
- Legislation is a main market driver (ELD, Tachograph, taxing)
- OEMs growing involvement in fleet management
- Devices business is facing a long-term challenge
  - OEMs in a move to become car data brokers (OBD2 block)
  - Data becoming a main factor including real time data
  - Data enables the use of artificial intelligence for fleets
NEW CAPABILITIES AT THE HORIZON

- High processing power
- Data storage and exchange
- Optimization algorithms
- Machine learning
- Computer vision
- Big data analysis
- Routing
- Safety
- Fuel & eco
- Supervision & training
- Resource management
- Vehicle diagnostics & prognostics
STILL TO BE RESOLVED

- Impact?
- Fleet integration?
- Business model?
- Nature of the industry?
- Real change?
- Business?
- Technologies?
Thank You

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