



Q3-North America User Group Meeting

Steve Crumb, Monica Montenegro



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Agenda

Info

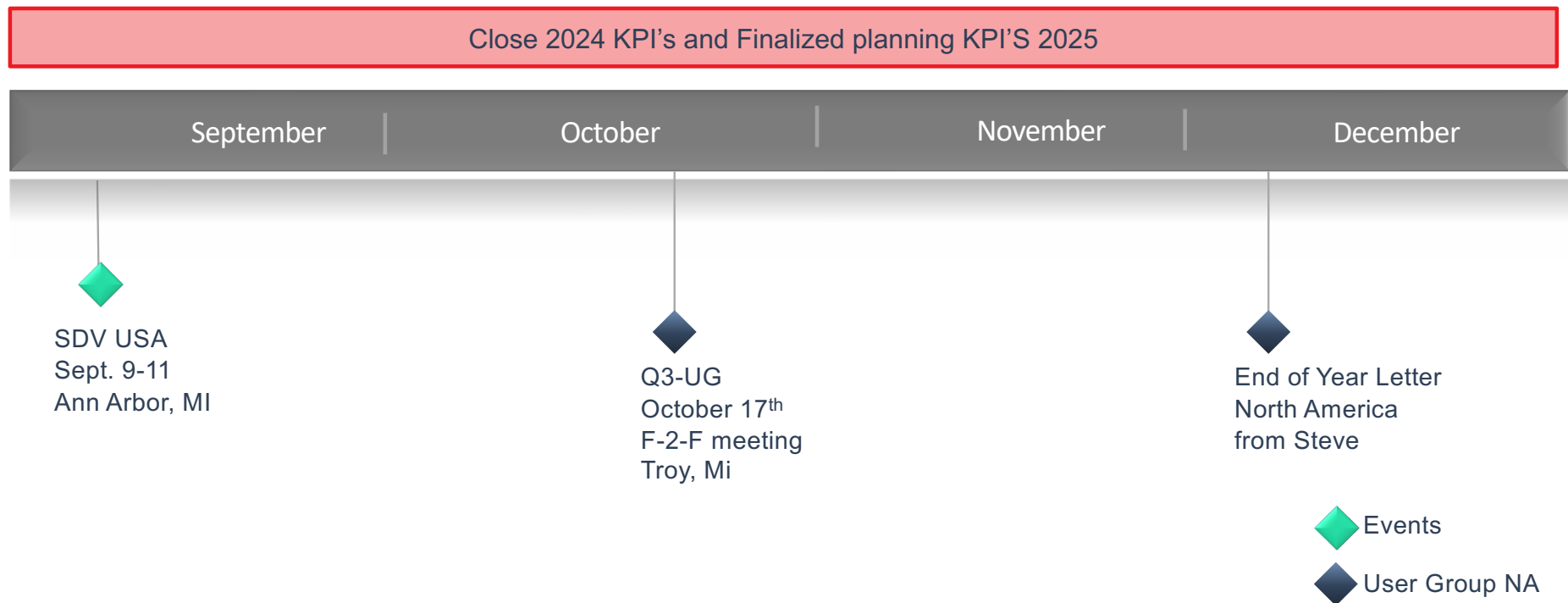


User Group NA Meeting Thursday 17, 2024

No.	I/D	Description	Moderation	SF	Start Time	Duration	Preread
1	I/D	Call for Order	Admin		12:00	0:05	
2	I	NA Highlights	NA Spokesperson		12:05	0:10	2
3	I/D	AUTOSAR Working Group- RES	Felix Martin		12:15	0:20	3
4	I/D	HPC Full stack	Sherif Aly (Manfred Zajicek, Eduard Metzker online)		12:35	0:20	4
5	I/D	Implementation of the time validation	Todd Stachowiak		12:55	0:20	5
6	I/D	The Struggle of SDVs with Traditional Automotive Architectures	Andrew Steinman and Chaitanya Podalakuru		13:15	0:25	6
7	I/D	Closing Remarks	NA Spokesperson		13:40	0:15	7
		Minutes	Admin		13:55	0:10	
		Meeting ended	Admin		14:05		



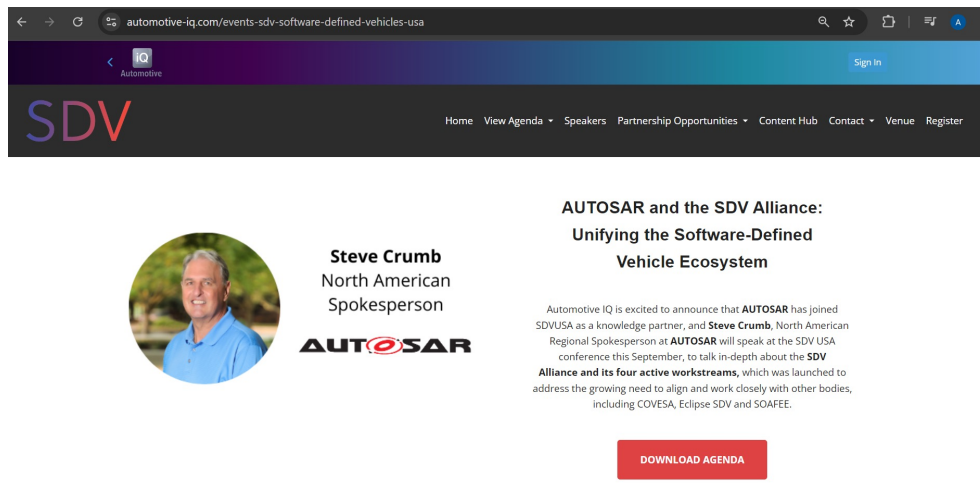
2024 North America Calendar Timeline



Events

AUTOSAR North America went to Ann Arbor, Michigan for the 2nd annual Software Defined Vehicles-USA conference on September 9-11. The event was co-located with the first Generative AI Automotive USA.

For this event, Autosar was part of a media collaboration with Automotive IQ which resulted in a highly marketed collaboration including over four social media and email posts per organization plus a Speaker introduction in their website.



SDV USA 2024 Media Partners

To discuss media partnerships, email Rebecca Cavanagh at enquire@automotive-iq.com



Events

NA Regional Spokesperson Steve Crumb presented “**AUTOSAR and the SDV Alliance**” on the second day where we had an audience 85-90 attendees.

Steve presented the recently refreshed slides from the overview deck and gave an update on progress made by AUTOSAR and other organizations on advancing the SDV Alliance to help the industry align on the future of SDVs.

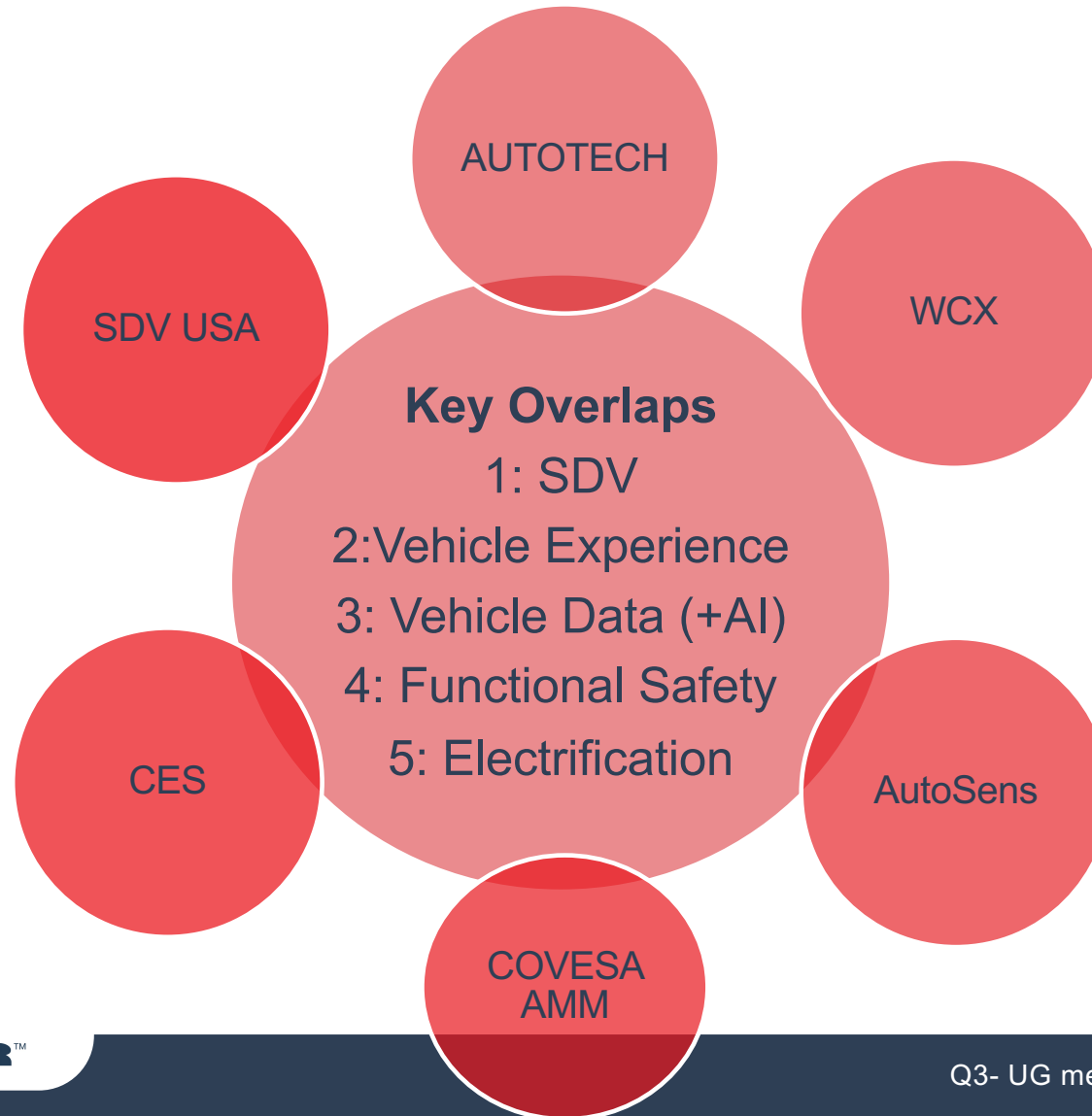
The combination of audience questions and post-presentation discussions suggested the talk was of good interest to the audience.





KPI's Progress

AUTOSAR Event Research Results



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Working Group- RES

Felix Martin

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Felix Martin- Tasking USA

Embedded Research Engineer



Felix Martin is an Embedded System Engineer with a decade of experience specializing in Linux, embedded security, timing analysis, and communication protocols. Currently a Research Engineer at TASKING USA.

Felix has spearheaded innovative projects in tracing and trace analysis tools. His previous roles have seen him drive advancements in debug, trace, and test technologies, while contributing to the development of safety-critical embedded multi-core systems. Felix has also been a contributor to the AUTOSAR Run-Time Interface (ARTI).

Felix holds a bachelor's degree in Electrical Engineering and a master's degree in Applied Sciences from the University of Applied Sciences, Regensburg.



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HPC Full Stack

Sherif Aly, Manfred Zajicek and Eduard Metzker

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Sherif Aly- GM

Staff System Engineer-SDV
Mechatronics
Infrastructure Product



Eduard Metzker-Vector

Staff System Engineer-SDV
Mechatronics
Infrastructure Product



Manfred Zacijek- BMW

Staff System Engineer-SDV
Mechatronics
Infrastructure Product





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Implementation of the time validation

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Todd Stachowiak- Elektrobit Product Manager



Todd received a bachelor's degree in computer science and engineering from University of Toledo in 2011.

From there Todd has worked in various industries including defense, finance, and for the last 5 years automotive. In 2019 Todd joined Elektrobit and is currently a product manager with a focus on classic AUTOSAR solutions



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The Struggle of SDVs with Traditional Automotive Architectures

Andrew Steinman and Chaitanya
Podalakuru

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Andrew Steinman-Ford

Manager –In-Vehicle Networking & Architecture
tools, Model E



His department is responsible for vehicle network topology and vehicle network communication artifacts at Ford. Andrew possesses extensive expertise in vehicle electrical systems, software, and communications.

Chaitanya Podalakuru -Ford

Vehicle Software Platform Architect



He has an extensive experience in the development, integration, and architecture of Classic ECUs and In-Vehicle Networking.



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Closing Remarks

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Registration is OPEN for the release of AUTOSAR R24-11!

<https://lnkd.in/eMdT6tvU>

This event will highlight key features and updates of the new release including:

- ❖ Automotive API
- ❖ AP Stabilization
- ❖ Machine Configuration on the Adaptive Platform
- ❖ DDS in Foundation and Platforms
- ❖ Feature Graph

To accommodate participants worldwide, the event will feature two identical sessions at 08:00 UTC and 15:00 UTC, with **subtitles available during the morning session in both Chinese and Japanese.**

Register Now

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**AUTOSAR Release
Event R24-11**

5th of December 2024
Virtually on Swapcard

www.autosar.org

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Q3- UG meeting |

17/8/2024 |

16TH AOC

Bruges, Belgium
27th -28th May,2025

16th AOC Sponsorship Packages

PLATINUM

Price: 16.000€

- Booth space 30m²
- Logo placed on the sponsor banner, website
- Recognition on the ticketing page
- Visibility in newsletter publication (Q1 + Q2)
- Conference/Exhibition tickets [4x]
- Logo placed on the conference screen in the breaks
- 20 second pitch during the welcome note
- Announcement as sponsor on LinkedIn
- Space for your A5 promotional tabletop displays during lunch/coffee station

GOLD

Price: 12.000€

- Booth space 25m²
- Logo placed on the sponsor banner, website
- Visibility in newsletter publication (Q1 + Q2)
- Recognition on the ticketing page
- Conference/Exhibition tickets [3x]
- 20 second pitch during the welcome note
- Announcement as sponsor on LinkedIn

SILVER

Price: 9.000€

- Booth space 20m²
- Logo placed on the sponsor banner, website
- Conference/Exhibition tickets [2x]
- 20 second pitch during the welcome note
- Announcement as sponsor on LinkedIn

BRONZE

Price: 5.000€

- Booth space 15m²
- Logo placed on the sponsor banner, website
- Conference/Exhibition tickets [1x]
- 20 second pitch during the welcome note

NA Hub Q4 Priorities

- Support Release Event
- Gather data on potential improvements on AUTOSAR administration and Technical gaps.
- End of Year letter
- Plan for CES 2025

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Thank you!



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