

# Conference Day 1

Nov. 10, 2008

## Decision-makers' perspective: Developments and strategies

**Conference Chair: Peter Gresch, Tyco Electronics AMP GmbH**

Short opening by Munich Trade Fairs Management at 10 a.m.

Time	Titel	Speaker	Company/Organization
10:00–10:30	Electrification of Drivetrains at Volkswagen	Peter Lück	Volkswagen AG
10:30–11:00	Architecture Solution vs. Company Business Eco-System	Lennart Lundh	Volvo Car Corp.
11:00–11:30	Coffee Break		
11:30–12:00	Ultra Low Cost Cars – Opportunities and Challenges	Ian Riches	Strategy Analytics
12:00–12:30	ASICs, ASSPs, Microsystems – Dedicated Electronic Solutions for Cars of Tomorrow	Dr. Anton Mindl	ELMOS Semiconductor AG
12:30–13:30	Lunch Break		
13:30–14:00	Demands and Realisation of Automotive Power Electronics	Hans-Peter Feustel	Continental
14:00–14:30	LCD Displays – nowadays and in the Future. Commercial and Technical Challenges for Users and Manufacturers	Maximilian Huber	Sharp Microelectronics Europe
14:30–15:00	Coffee Break		
15:00–15:30	Semiconductor Trends in Automotive Markets	Fabio Marchiò	STMicroelectronics
15:30–16:00	Trends in Discrete Electronic Components for Automotive Applications	Mustafa Dinc	VISHAY Electronic Components Europe / Vishay Semiconductor GmbH
16:00–16:30	Coffee Break		
16:30–17:00	i-Car. Semiconductor Contribution for the New Era of Car Application	Tsutomu Miki	Renesas Technology Corp.
17:00–17:30	to be determined	N.N.	N.N.
18:00	electronica 2008 – Opening Session		

**These presentations parallel to presentations shown on page 6**

**Conference Chair: Peter Gresch, Tyco Electronics AMP GmbH**

Time	Chair	Segment	Topic	Speaker	Company/Organization
<b>Expert knowledge: From Pedestrian Detection to Semiconductors in Hybrid Drives Applications</b>					
09:00–09:30	Peter Gresch	Opening Session	Trends in the U.S. Automotive Market: Key Challenges and Innovations	Jacqueline Dedo	SAE International
09:30–10:00	Martin Thoone	Sensor	Night Vision and Pedestrian Detection with Far Infrared Sensing	Stuart Klapper	Autoliv Inc.
10:00–10:30		Sensor	Sensors: Basis for an Intelligent Co-Pilot. Status and Trends	Dr. Dirk Rossberg	BMW AG
10:30–11:00	Coffee Break				
11:00–11:30	Helmut Keller	Semiconductor	A Dual Source Solution for Automotive: Joint Development Program with Freescale & ST for PPC Microcontroller Families	Ross McOuat	Freescale Semiconductor Inc.
11:30–12:00		Semiconductor	Intelligent Semiconductor Packaging Concepts for Robust System Solutions in Automotive Applications	Ignas van Dommelen	Elmos Advanced Packaging
12:00–12:30		Semiconductor	Semiconductors in Hybrid Drives Applications – A survey lecture	Ingo Graf	Infineon Technologies AG
12:30–13:30	Lunch Break				
<b>Expert knowledge: From Li-Ion Battery Technology to Mobile Connectivity and Wiring Harnesses</b>					
13:30–14:00	Dr. Günter Reichart	Mobile Communication	State of the Art Mobile Connectivity and its Implications	Dr. Partho Mishra	Marvell Semiconductors
14:00–14:30		Mobile Communication	Integration of Consumer Electronics Devices into Cockpits	Winfried Möll	VDO Automotive AG
14:30–15:00		Mobile Communication	Multicore Development for Navigation Systems	Dr. Michael Uelschen	Advanced Driver Information Technology GmbH (ADIT)
15:00–15:30	Coffee Break				
15:30–16:00	Jürgen Weyer	Wiring Harness	Challenges and Requirements for Harness System of Hybrid Electrical Cars	Dr. Jürgen Engbring	Leoni Bordnetz-Systeme GmbH
16:00–16:30		Wiring Harness	Wiring Harness	Gerhard Mertes	Delphi
16:30–17:00	Peter Gresch	Closing Session	Trends in Automotive Electronics	Dr. Axel Heinrich	Volkswagen AG

**These presentations parallel to presentations shown on page 5**

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Time	Chair	Segment	Topic	Speaker	Company/Organization
<b>Expert knowledge: From Pedestrian Detection to Semiconductors in Hybrid Drives Applications</b>					
09:00–09:30	Peter Gresch	Opening Session	Trends in the U.S. Automotive Market: Key Challenges and Innovations	Jacqueline Dedo	SAE International
09:30–10:00	Martin Haub	Displays	TFT Displays: Technology and Market Trends	Thomas Koch	Toshiba Electronics Europe GmbH
10:00–10:30		Displays	Advanced Display and HMI Technologies for Automotive Cockpit Solutions	Andreas Eppinger	Johnson Controls
10:30–11:00	Coffee Break				
11:00–11:30	Uwe Lamann	Cables	Use of Flexible and Stable Cables Made of Aluminium in Hybrid Cars	Martin Schloms	Autokabel Managementgesellschaft mbH
11:30–12:00		Cables	MacroFPC: Large Area Interconnect with Electronic Integration	Dr. Wulf Bramesfeld	Freudenberg NOK Mechatronics GmbH & Co.KG
12:00–12:30		Connectors	Innovative Downsizing of Electrical Components Drives forward Demands – Characteristics – Standards – Trends – Advanced Technologies	Harald Bouda	Tyco Electronics AMP GmbH
12:30–13:30	Lunch Break				
<b>Expert knowledge: From Li-Ion Battery Technology to Mobile Connectivity and Wiring Harnesses</b>					
13:30–14:00	Dr. Heinz-Georg Burghoff	Hybrid battery	Li-Ion Battery Technology for Automotive „Made in Germany“	Andreas Gutsch	Li-Tec Battery GmbH & Co.KG
14:00–14:30		Hybrid battery	Advances in Lead-Acid Battery Technology for Automotive Hybrid Vehicles	Kevin Smith	East Penn Manufacturing Co., Inc.
14:30–15:00		Ultra-Power-Caps	Electric Double-Layer Capacitors: Advantages and Disadvantages of the current developments	Matthias Frey	Panasonic Industrial Europe GmbH
15:00–15:30	Coffee Break				
15:30–16:00	Christoph Stoppok	Passive Components	High Currents at high Temperatures – The new ERU Chokes for Automotive – Application	Reiner Welzer	EPCOS AG
16:00–16:30		Electronic modules	Power Mechatronic Modules and Asic Technology for the Integration of a 1000 A Inverter on a New Starter-Alternator	Jean-Claude Matt	VALEO Electrical Systems
16:30–17:00	Peter Gresch	Closing Session	Trends in Automotive Electronics	Dr. Axel Heinrich	Volkswagen AG