

# FOCUS: Artificial Intelligence

## WEBINAR SERIES

Presented by 

A series of four webinars comprised of two sessions each featuring topics such as The Outlook for AI and Autonomy in a Changing World, Future Proofing and 5G, Saving Lives with Better Sensing and Machine Learning, Integrating AI with Cabin Monitoring and UX and more.

AI and Autonomy continue to be gamechangers in the automotive world, but as experience and testing grows, expectations of what they can do – and when they can do it – are changing. AI applications are expanding while the outlook for autonomous vehicles is being recalibrated on many fronts.

**This webinar series will provide the latest updates on these emerging technologies and their enablers.**

Place your brand in front of highly engaged senior-level technology decision-makers and buyers from leading companies and have the opportunity to generate these quality leads. **Our dynamic agenda offers valuable content created to position your brand as a thought leader** to a niche audience focused on AI and Autonomy.



As the COVID-19 virus situation changes, we are sensitive to the needs of our clients and audiences to be prudent and safe during this challenging time. We consider it a responsibility to continue to inform, engage and connect our clients and audiences in order to support their business purposes. In that spirit, we are transitioning our physical Focus: AI conference into a virtual event.

SPONSOR BENEFITS	WEBINAR 1	WEBINAR 2	WEBINAR 3	WEBINAR 4
Your choice of webinar topic	The Outlook for AI and Autonomy in a Changing World	Future Proofing and 5G	Saving Lives with Better Sensing and Machine Learning	Integrating AI with Cabin Monitoring and UX
3-4 minute pre-recorded intro at beginning of each session	•	•	•	•
Logo displayed at bottom of screen throughout webinar	•	•	•	•
Option to play video at end of webinar after Q&A	•	•	•	•
Full contact list for webinar series	•	•	•	•
Logo to appear on all marketing materials	•	•	•	•
Logo displayed on webinar series registration page	•	•	•	•
Two complimentary registration passes (valued at \$350 each)	•	•	•	•
Post-event remarketing to attract audience to archived webinars resulting in a longer shelf life	•	•	•	•

**INVESTMENT:** \$3,500 per webinar series

*\*Each webinar is subject to one sponsor, in addition to presenting sponsor (ZF). Please find webinar details on the following page.*

## CONTACT US TODAY TO LEARN MORE

**DYANNA HURLEY** | Regional Account Manager | (586) 983-4252 | [dyanna.hurley@informa.com](mailto:dyanna.hurley@informa.com)

**MARLA WISE** | Regional Account Manager | (586) 747-0068 | [marla.wise@informa.com](mailto:marla.wise@informa.com)

## WEBINAR 1

### The Outlook for AI and Autonomy in a Changing World (90 minutes)

Wednesday, April 29, 2020 | 11 am EST

#### Outlook and Latest Wards Intelligence Survey Results

A much-cited forecast by Tractica predicts the global market for AI applications will reach \$120 billion by mid-decade, a twelvefold increase compared with 2018.

Where and how will AI be used? In what systems will AI have the biggest impact in 5 and 10 years? How should AI-equipped automated vehicles be tested? Where in the automotive product development/R&D realm will AI expertise reside? These and a dozen other questions will be discussed and compared with a similar study Wards did three years ago.

- James Amend, Senior Analyst, Wards Intelligence

#### WEBINAR PANEL DISCUSSION: AI Approaches to Deploying Self-Driving Technology

The focus seems to be narrowing to SAE Levels 2-plus to 4. Will the impact of COVID-19 increase or decrease demand for AVs? What are realistic targets and goals?

- Noel Marshall, Engineering Director, Schaeffler Paravan
- Dan Williams, Director-Engineering, ADAS and Autonomy, ZF Commercial Vehicle Technology
- Ronald Grosse, Executive Vice President, Bertrandt US, Inc.
- Dave Zoia, Director of Research, Wards Intelligence (Moderator)

## WEBINAR 2

### Future Proofing and 5G (90 minutes)

Wednesday, April 29, 2020 | 2 pm EST

#### How General Motors is Future Proofing New Vehicles

The connected, 5G future has many promises that come with big demands: capability to process terabytes of data per hour, over-the-air updates and near-zero latency among them. General Motors explains how its latest electronic vehicle architecture is answering the call.

- Gary Bandurski, Executive Director-Global Electrical Components and Subsystems, General Motors
- James Amend, Senior Analyst, Wards Intelligence (Moderator)

#### 5G and V2X: Separating the Hype from Reality

5G and V2X technologies promise to be key enablers in the development of autonomous vehicles, but where does the hype end and reality begin?

- Steve Bell, Principal Analyst, Wards Intelligence
- Drew Winter, Senior Analyst, Wards Intelligence (Moderator)

## WEBINAR 3

### Saving Lives with Better Sensing and Machine Learning (90 minutes)

Thursday, April 30, 2020 | 11 am EST

#### Detecting Pedestrians, Interpreting their Intentions and Saving Lives

Interpreting the intentions of pedestrians is among the biggest challenges for AVs, but it is a riddle AI can solve. And if even the best machine intelligence misinterprets a pedestrian's moves, there is an app for that. This session will cover the latest sensing, AI enablers and safety devices being developed.

- Yakov Shaharabani CEO, ADASKY
- Assam Alzookery, Founder & CEO, INTVO
- Drew Winter, Senior Analyst, Wards Intelligence (Moderator)

#### Strategies for Managing and Processing Data Faster

Updates on latest technologies and machine learning strategies.

- Dr. Karl-Thomas Neumann, Board Member and Strategic Advisor, Cartica AI
- Ziv Binyamini, Co-Founder and CEO, Foretellix
- Dave Zoia, Director of Research, Wards Intelligence (Moderator)

## WEBINAR 4

### Integrating AI with Cabin Monitoring and UX (90 minutes)

Thursday, April 30, 2020 | 2 pm EST

#### The Crucial Role of Cabin Monitoring

Knowing what occupants are doing and exactly how they are positioned is crucial to every aspect of future driving.

- Brian Brackenbury, Director, Product Engineering – Connectivity & Advanced Sensing, Gentex Corporation
- Jason Lisseman, Global Productline Lead, Integrated Safety Systems, Joyson Safety Systems
- Drew Winter, Senior Analyst, Wards Intelligence (Moderator)

#### The Latest AI Enablers for UX and Infotainment

Voice commands, facial recognition technology and gesture control advancements may not totally replace buttons and knobs, but they are advancing rapidly and promising to make every mile traveled a great user experience. Can they really do it?

- Rashmi Rao, Senior Director-Product Development and Connected Mobility, Harman
- Duygu Kanver, User Experience Researcher, Cerence
- Drew Winter, Senior Analyst, Wards Intelligence (Moderator)