

I N T E R N A T I O N A L

AUTOMOTIVE ELECTRONICS C O N G R E S S



Accelerate your Success in Automotive Electronics



NOVEMBER 3-4, 2008

PARIS - Pullman Paris rive gauche - 5th edition

› CONFERENCE

Get a strategic and technical overview of the cutting edge technologies

› EXHIBITION

Discover the latest technologies with up to 25 exhibitors

› NETWORKING

Share and discuss with international key players of the industry

www.automotive-electronics-congress.com

An event :

 Reed Electronics Group

WHERE INFORMATION WORKS

Official sponsor:

Sponsors :





Driving the future of automotive electronics



40 YEARS of expertise across major automotive application fields positions Infineon ideally to meet environmental and performance challenges with intelligent chips for safer, more convenient, powerful and energy-efficient cars.



As one of the leading manufacturers of chip components for safety applications, we make a massive contribution to driver and passenger safety through a broad range of optimized safety products and innovative technologies.



Market leader in energy management, we provide integrated, optimized power train and hybrid products for cars, for maximum performance with best fuel efficiency. Our electronic solutions take energy management to the next level.

In addition, our “Automotive Excellence” program is the most extensive and acclaimed quality management program in the semiconductor industry.

No. 1 in Europe, No. 2 worldwide in automotive semiconductor solutions, Infineon is driving the future of automotive electronics.



WELCOME to IAEC

A unique event dedicated to Automotive Electronics

The automotive industry meets main economic, marketing and technological challenges: Rise in the price of petrol, globalisation, new environmental regulations, costs pressure, new user mobility habits, environmentally friendly demand, standardisation that impact the competitiveness of car manufacturers and all players of the automotive electronics industry with them.

That is why the 5th Edition of the **IAEC will be under the sign of Sustainability** the allow you to gain clarity on these key challenges that impact your industry and your activities.

During 2 days of conference-exhibition, you will get all the **main business and technical information** on your industry, find out the **latest products and innovative suppliers** and meet the **influent people** that could make the difference!

Top executives and engineers from main car manufacturers and tiers 1, Tiers 2 and suppliers that are shaping the tomorrow's automotive electronics will be there to **exchange, discuss, debate and drive the industry forward**.

IAEC is now the place to be to connect with technologies, products and most influential people to **accelerate your success in Automotive Electronics**.

So see you in Paris, next November,



Delphine Serre,
Event Manager.



Valérie Dumas,
Business Development Manager.

6 reasons to register

- Join the **only business & technical** event dedicated to automotive electronics in Europe
- **Network and discuss** technology threats and how to bypass them with your peers, clients, suppliers during 2 days and drive the industry forward
- **Get the knowledge** of the key changes coming up with 2 days of high level conferences
- Choose from **6 technical workshops** dedicated to your interest
- **Discover the latest developments** and new products on the exhibition area.
New!! Visit the exhibition area for only 45 € / day and attend the exhibitors' workshops
- Discover the **3 training programmes** dedicated to engineers, purchasers and project managers

With the support of:



The **Société des Ingénieurs de l'Automobile** (the French Society of Automobile Engineers) is a society officially considered as serving the public interest. Its purpose is **to represent technical excellence in the automobile industry through its expert and knowledge sharing networks**. The SIA draws its members from the ranks of automobile engineers and technicians and all those active in **promoting automotive engineering**. SIA has 2 000 members and a network of over 8 000 engineers, technicians and research workers behind it. *Attend the SIA Workshops dedicated to Automotive Clusters on November 4, 2008.*

IAEC at a Glance

	Monday, Nov 3	Tuesday, Nov 4	Wednesday, Nov 5	Thursday, Nov 6
CONFERENCES	[Red bar]			
TRAININGS	[Red bar]			
EXHIBITION	[Red bar]			
EXHIBITOR WORKSHOPS	[Red bar]			
NETWORKING	[Red bar]			

Advisory Board



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ESG



Marc SIMON, Electric
and Electronic Product Manager,
FAURECIA

Keynote speaker 2008:



Prof. Dr. Burkhard GÖSCHEL
Chairman to the **GPMA**
Chairman to the **Formula 1**
Manufacturers Advisory Committee
Member of the Board of Directors
of **Maxwell Technologies**
CTO Vehicles and Powertrain
MAGNA International

November 3, 2008 - 11.45- 12.30

Energy efficiency, safety and mobility: taking up the

November 3, 2008

8.30 • Registration & Breakfast in the exhibition area

9.00-10.00

Overview of the Automotive Electronics Market by 2015

- What applications are driving electronics growth in vehicles?
- Where are the opportunities in low-cost vehicles?
- How is the focus on CO2 emissions impacting electronics demand?
- Which carmakers are strategically important for key electronics applications?



Ian RICHES,
Director Global Automotive Practices,
STRATEGY ANALYTICS

10.00-11.00

Electronics Skills management in Automotive Industry

Moderator:

Oliver NASS, General Director, ESG FRANCE



Alain BRAVO,
General Director,
SUPELEC



VALEO



Alain DUTHEIL, Corporate
VP, Strategic Planning,
ST MICROELECTRONICS



Jean-Luc MATE,
VP, CONTINENTAL
AUTOMOTIVE FRANCE



Toni MÜLLER, Sales
Director Automotive,
INFINEON



MENTOR GRAPHICS

11.00-11.45 • Coffee break & exhibitor workshop

11.45-12.30

Keynote speaker



Burkhard GÖCHEL,
Vehicles & Powertrain,
MAGNA INTERNATIONAL

12.30-2.00 • Buffet Lunch & exhibitor workshops

2.00-2.30

Some elements on the EU approaches on competitiveness, safety and environmental challenges in the car sector.

- An analysis of the current situation and elements for the short term future.



Philippe JEAN,
Director Automotive Unit,
EUROPEAN COMMISSION

2.30-4.00

GOING GREEN: how electronics can take up the environmental challenge?

Moderator:

Ian RICHES, Director Global Automotive Practices,
STRATEGY ANALYTICS



Denis GRIOT, Chairman
of FREESCALE EMEA



Jérôme PERRIN,
Energy, RENAULT



Marcus LEUZ, Directeur
Technique Injection
Diesel, R. BOSCH



Burkhard GÖCHEL,
Vehicles & Powertrain,
MAGNA INTERNATIONAL



Bernard SAHUT,
Energy Production,
Storage, PSA



Philippe JEAN,
Director Automotive Unit,
EUROPEAN COMMISSION

4.00-4.45 • Coffee break & exhibitor workshop

4.45-6.00

Automotive Smart Technologies: Business Models Need for more effectiveness

Moderator:

Laurent MEILLAUD, Journalist, LM.COM



Gerulf KINKELIN,
Innovation Area
Manager, PSA



Pascal SIX, Business
Manager Telematic,
JOHNSON CONTROLS



Arnaud DE MEULE-
MEESTER, Senior
Director, ATX EUROPE



GOOGLE
under consideration

6.00-6.30

Closing session by the keynote speaker

NETWORKING EVENTS

6.00-8.00

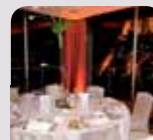
Cocktail Reception



Mentor
Graphics

from 8.30

Networking Dinner



ESG

challenge of sustainability

November 4, 2008

9.30-12.30 • **Choose your Workshop**

8.30 • *Registration & Breakfast in the exhibition area*

1 Energy Management

The Energy Management: a constant challenge for car manufacturers.

→ Bernard SAHUT, PSA - PEUGEOT CITROËN

Electronic Solutions to Reduce the CO₂ Emissions from Individual Mobility

→ Alfons GRAF & Patrick LETEINTURIER, INFINEON TECHNOLOGIES

Li-ion Battery Management Concept for Dry-by-wire-systems

→ Adriana TRAISTARU, CONTINENTAL

Vehicle Energy Management as CO₂-Reduction Contributor

→ Dr.-Ing. Thomas EYMANN & Dr.-Ing. Athanasios Vikas, ROBERT BOSCH

Configurable Energy Management for Multiple Platform Integration

→ Uwe BEHER, ESG ELEKTRONIKSYSTEM-UND LOGISTIK

2 Active Safety

APIX Automotive PiXel Link - The new Multimedia Link Standard in the Car?

→ Thomas ROTHHAUPT, INOVA SEMICONDUCTORS

Pedestrian Detection and Sensor Fusion using an application specific ADAS processor

→ Martin DUNCAN, ST MICROELECTRONICS

A Dedicated Digital Map Architecture for Advanced Driver Assistance Systems

→ Bob DENARO, NAVTEQ

The zero accident vision at affordable costs with networking of new active safety systems

→ Thierry VILLEMINE, BOSCH CHASSIS SYSTEMS CONTROL

Seamless integration of situation adaptive driver assistance in distributed systems

→ Martin SCHNEIDER & Dr. KAY Werthschulte, ESG

3 Automotive Clusters 1

Moveo

→ Gérard-Marie MARTIN, VALEO

Moveo Project

→ Under consideration

Aerospace Valley

→ François VERNIERES, AEROSPACE VALLEY

Aerospace valley Project: Eureka ITEA Gene-Auto

→ Olivier SSI-YAN-KAI, CONTINENTAL AUTOMOTIVE FRANCE

Véhicule du futur

→ Bruno GRANDJEAN, PÔLE VÉHICULE DU FUTUR

Véhicule du futur Project: TestInView

→ Marcel BERNHARD, CLEMESSY

12.30-2.00 • *Buffet Lunch & exhibitor workshops*

2.00-5.00 • **Choose your Workshop**

4 Standardisation

Experiences when introducing FlexRay in a fail-operational system

→ Dipl.-Ing. Dirk GROßMANN, VECTOR

→ Arnaud BALMITGERE, DELPHI CHASSIS

Autosar - A new relationship between OEM and Tiers-1

→ O. GUETTA ou R. ENACHE, RENAULT

→ P. LE CORRE, JOHNSON CONTROLS

Standardisation and Migration to Real Time of the Virtual Integration Platform

→ Rémi CLÈVE, B2I

→ RENAULT

Virtual Hardware: The Next Evolution Step in Automotive Electronic Development

→ Stephan SCHAFFITZ, DELPHI

→ Bertrand TAVERNIER, VAST SYSTEM TECHNOLOGIES

Improving Model Based Design Quality and Safety for Mechatronic Systems via Co-Simulation technology

→ Jean-François BISSON, VALEO

→ Denis LAROUDIE, GEENSYS

5 Telematics/Infotainment

CE4A - Review and outlook

→ Jan Peter DIETZ, VOLKSWAGEN

Defining and Developing a Telematic Product: in-Vehicle Telematic Unit

→ Marc Torrent MORENO, ADVANCED AUTOMOTIVE COMMUNICATIONS (A2C)

Integration of Infotainment Applications in an AUTOSAR Environment

→ Sonck THIEBAUT, OPENSYNERGY

→ Bertrand DELORD, PSA PEUGEOT CITROËN

6 Automotive Clusters 2

SYSTEM@TIC

→ Gilles LE CALVEZ, VALEO-SYSTEM@TIC

System@tic Project: EDONA

→ François OUGIER, RENAULT

Véhicule haut de gamme

→ Jean Luc LECOQ, PSA PEUGEOT CITROËN

Véhicule haut de gamme Project

→ Under consideration

MTA : Mobilité et Transports Avancés

→ Under consideration

MTA Project:

→ Under consideration

5.00-5.30 • *Conclusion and closing cocktail in the exhibition area*



1 Engineers

Real-time dimensioning for embedded systems

Objectives of the course:

This training programme will give you the algorithmic tools available for a correct dimensioning of real-time in vehicle embedded and distributed systems with some case studies and some practical exercises.



Your Educator:

Laurent GEORGE is doctor on real time systems. He is director of the research department in the famous graduate school of engineering in Paris ECE and director of the laboratory for analysis et control of complex systems.

November 5, 2008

Temporal robustness of real-time systems based on osek/vdx and autosar

Real-time dimensioning - principles

- How to guarantee that a real-time system conforms to its specifications?
- How to identify the worst-case scenario for the respect of the timeliness constraints?
- How to establish feasibility conditions for the conception and the dimensioning?
- Some key problems for the conception: priorities of the task? Optimal scheduling policies? CPU load?

Real-time dimensioning of in vehicle centralised systems

- Real-time system based on the osek/vdx kernel: principles & feasibility conditions
- How new results on the temporal robustness can be used in autosar
- Review of a subset of the autosar operating system specification from a schedulability analysis point of view
- Analysis of its adequacy with real-time scheduling theory

Case Study

- applying the feasibility conditions on a representative example (without overhead)

November 6, 2008

Temporal robustness of in vehicle distributed real-time systems

Real-time dimensioning of in vehicle distributed systems

- How to compute the worst case response time of a message on a LIN network.
- Characterize on a CAN network the worst case response time of a message, function of its CAN ID with a non-pre-emptive scheduling analysis.
- How to assign with an optimal method the CAN message IDs.
- How to determine the worst case response time of a message sent in static and in the dynamic segment of a Flex Ray network.

Case Study

- Some practical exercises and case study are proposed that can help understanding how to implement new tools for the dimensioning of a distributed system.

2 Managers

Purchasing in automotive & low cost country sourcing

Objectives of the course:

This training will take you step by step through the automotive sourcing process and will help you to take key decisions about what to source, where to source it from and how to make it happen.



Your Educator:

François LASSALLE is international purchasing consultant in the automobile sector. he works for car manufacturers and tiers 1 to help them to optimize their global purchasing strategies and works in particularly on low cost countries sourcing strategies.

November 5, 2008

Purchasing in automotive

From company strategy to purchasing strategy

- Market trends of the automotive industry
- Reorganisation of roles between the different players in the chain: specialisation, reorganisation, cost pressure
- The vehicle manufacturer's and their consequences for purchasing

Purchasing strategy

- The purchasing department, a key interface: mission, structure and decision
- Customer/supplier relationships management: how to place the supplier at the heart of the project?
- Supplier quality assurance: how to help a continuous improvement
- Logistics: an upstream vision to optimise costs

November 6, 2008

Low Cost Countries Sourcing

Automotive low cost countries opportunities

- Mapping of LCC sourcing of automotive electronics
- Low materials and labour costs by countries: what are economies' forecasts at medium and long-term?
- Purchasing risks in low cost countries: macro economic trends, political risks, legal aspects...
- Logistic and supply chain with suppliers in LCC
- Quality management

Launch your LCC SOURCING Project

- Component selection
- Risk management
- Identify the LCC suppliers
- Market information required to support a purchasing decision
- Estimate the objective price and the real cost
- From the production to the delivery

3 Managers

Project management applied to new products & systems

Objectives of the course:

This training program will give you an overview of project management applied to new product and systems, with a focus on key success factors. It will show you how project management can benefit of systems engineering methods, when applied to new products and systems development.

November 5, 2008

Project management and systems design: the basics

PM and SE: key concepts and principles to grasp, how they fit

- Why we need good project management and systems engineering
- Project management: Anticipate risks, actions, needs and constraints of all stakeholders during all product life cycle, plan and manage activities, costs, schedules and organize teamwork
- Systems engineering: principles and reference & integration in the project management

Methods and tools for PM and SE: an overview

- What for do we need methods and tools? Communicate and work together, anticipate, share information, model the system, plan, track progress
- Let's share contacts, calendars, documents
- Let's rely upon IT tools: e.g. wiki, CMS, project management software
- To model the system and interchange technical data: rely upon standards whenever acceptable. E.g. SysML, ISO 10303-233



Your Educator:

Didier SPAIER is a trainer and a project management consultant. After a first career in the automotive industry as an organizer, a project manager and head of a projects architecture group, he has become a management consultant.

November 6, 2008

Application of project management and systems design throughout the project

Opportunity studies and the project statement : from idea to draft

- Who are the stakeholders? what are their expectations?
- Where are we, where do we want to go, how big is the gap?
- Draft of main requirements and constraints

Main stages of the project's development

- Feasibility studies and the concept stage
- Project planning and system definition
- The development stage: design and FAIT (fabrication, assembly, integration and test)

The project manager, a project leader

- Management applied to projects
- Team leader: manage, organize and communicate

Case Study

- Some practical exercises are proposed to help figure out how to implement PM & SE in your context



System Architecture

Rapid Prototyping

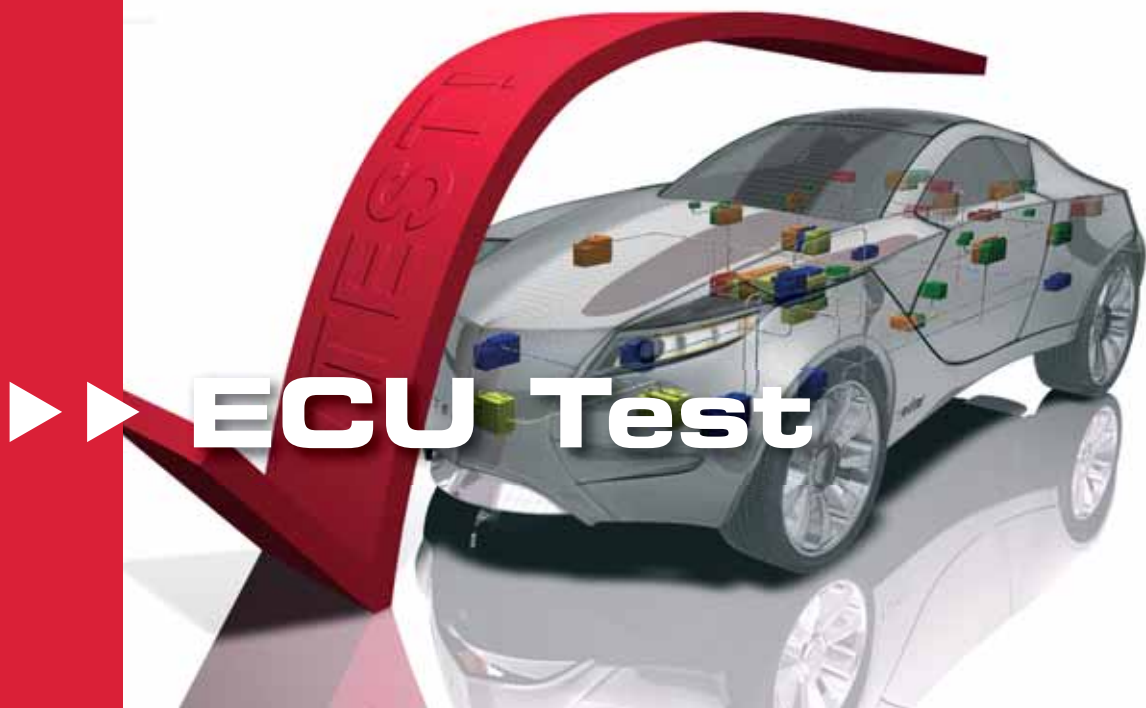
ECU Autocoding

HIL Testing

ECU Calibration

dSPACE – Accelerating Your Success

All over the world, wherever engineers work on cars and planes, dSPACE is right there working with them. Providing hardware and software solutions that help them develop and test electronic control units faster and more thoroughly. Twenty years ago, dSPACE started out as a pioneer and has remained an innovator to this day. As a result, we're the world's leading provider of tools for developing and testing mechatronic control systems. Our development teams are in constant demand by all major automobile manufacturers and the aerospace industry. With our know-how, software and hardware, and the dedication of over 800 employees, dSPACE is constantly helping customers do new things to maintain and sharpen their competitive edge.



Systemize your ECU test workflows

with systematic and reproducible tests. Efficient test systems accelerate your CAN, LIN, MOST and FlexRay development.

- > Create real test environments during the early stages of development using generated simulations of a remaining bus.
- > Use automatically created test cases and test reports for systematic component and system tests.
- > Speed up your ECU test by using the same platform for both development and testing.
- > Test the full range of ECU functions with test hardware that can simulate or control the environment.
- > Take advantage of the calibration, diagnostic or I/O port interfaces in your tests.

Vector tools and services help you achieve optimum test quality and test coverage within all development phases.

- ▶ **Information and Downloads:**
www.vector-informatik.com/ecu-test



Visit the exhibition area

2008 Exhibitors' list

- D SPACE (A12)
- THE MATHWORKS (B11)
- ETAS (A5)
- VECTOR (A15)
- FREESCALE (B2)
- SILICON LABORATORIES (A3)
- E2V (B3)
- HAMAMATSU (B5)
- LINEAR TECHNOLOGY – ARROW (A9)
- ELEKTROBIT (A10)
- VAST (B12)
- NAVTEQ (B10)
- ...

From:

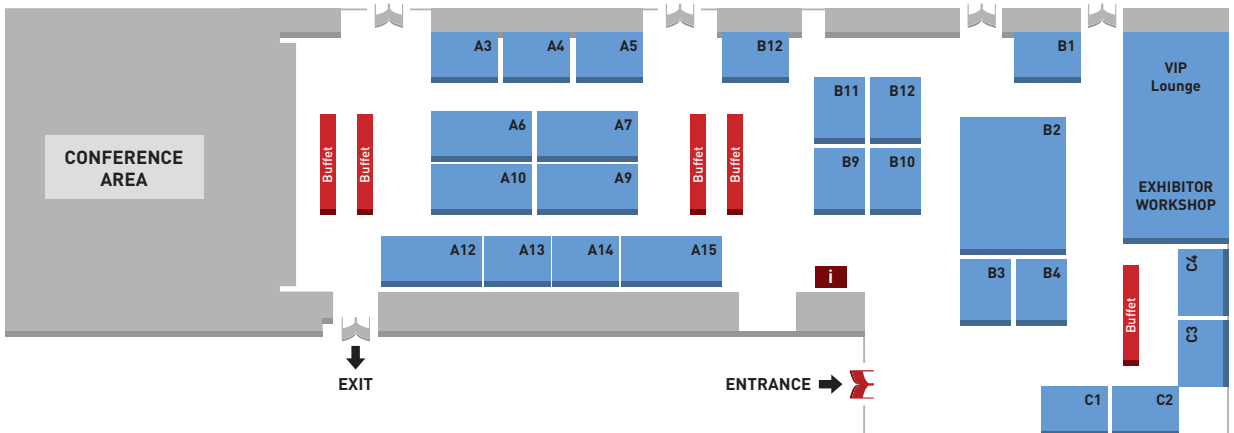
- ✓ Semiconductors
- ✓ Assemblies and subsystems
- ✓ Test & Measurement
- ✓ Software and hardware systems
- ✓ Power supplies
- ✓ Consumer electronics
- ✓ Electronic design
- ✓ Passive components
- ✓ Interconnection

NEW!

45 €/day
to visit the
exhibition
area

To register, contact us:
dserre@reedbusiness.fr
+33 1 46 29 68 66

Map Floor



Exhibitors Workshops Agenda

- The exhibitor workshop will take place during the coffee and lunch breaks.

November 3, 2008

10.45-11.15 ▪ D SPACE

1.00-1.30 ▪ ETAS

1.30-2.00 ▪ SILICON LABORATORIES

4.15-4.45 ▪ VECTOR

Freescale Concept Car

- Don't miss Freescale Concept car on IAEC exhibit area!



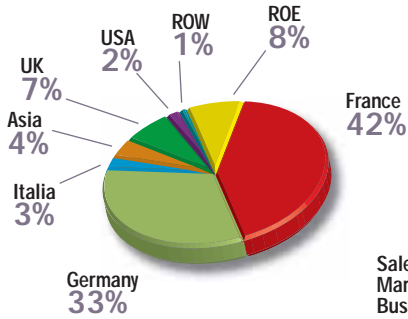
➔ Updated list and agenda on www.automotive-electronics-congress.com

➔ JOIN THE EXHIBITION AREA: Contact Delphine Serre: +33 1 46 29 68 66 - dserre@reedbusiness.fr

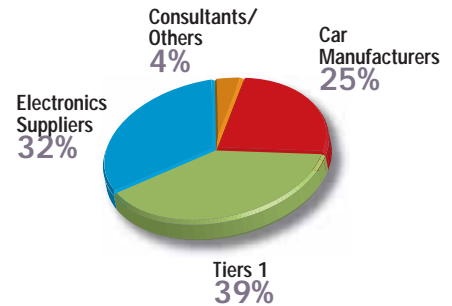


Who will be there?

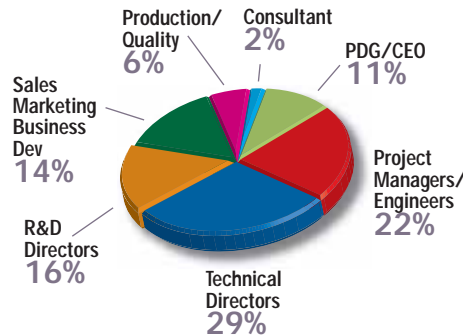
By geographical area:



By company type:



By title:



Buffet Lunch

November 3-4 2008, 12.30-2.00

All speakers, exhibitors and conference attendees will have the opportunity to meet, share points of view, discuss about products and technologies during buffet lunches that will be served on the exhibition area. This is also the opportunity to visit the booth of the exhibitors and discover their latest innovations.



Networking Dinner

November 3 2008, from 8.30 pm

Share and discuss with fellow attendees during the famous networking Dinner that will take place on November 3, 2008 from 8.30 to 12.00 pm at the HILTON PARIS.



- This year, IAEC is pleased to welcome you at the Hilton Paris Hotel in the Trocadero room of for the 5th edition of the Networking Dinner organised with the support of ESG. Enjoy a wonderful view on the main monument of PARIS during this dinner in the shadows of the Eiffel Tower.
- Do not miss this **THE key feature of the IAEC** and enjoy a typical French night out. The number of seats is limited so be careful not to register too late!



Cocktail Reception

November 3 2008, 6.30-8.00

All speakers, exhibitors and conference attendees are cordially invited to this cocktail reception that will be served in the exhibition area on November 3 from 6.30 to 8.00 pm.



- Everyone who is anyone will be at this networking party so you'll not be short of new people to meet or new subject to discuss. This is your opportunity to mix in a relaxed atmosphere, make valuable contacts and do some business with fellow attendees.

Networking Dinner: 115 € + VAT

Marketing, Knowledge and Media Partners:





Discover the Experience

Succès en Série



Les outils de conception et d'analyse FlexRay de DECOMSYS sont désormais intégrés à la famille EB tresos



FlexRay est le système de communication par bus du futur qu'EB rend d'ores et déjà disponible en production

de série, et que le groupe BMW embarque aujourd'hui dans sa série BMW X5. Notre longue expérience dans le domaine de l'automobile combinée avec l'expertise de DECOMSYS, pionniers de FlexRay, place la famille de produits EB tresos à la pointe de la technologie. Nous étendons notre portfolio de produits d'analyse avec:

► **EB tresos Inspector + EB 6100**
(auparavant BUSDOCTOR 2 + Vision)
L'outil de mesure et d'analyse pour FlexRay et CAN.

► **EB tresos Busmirror + EB 5100**
La solution la plus performante pour la simulation de bus FlexRay, disponible sur carte aux formats PCI ou PXI, intégrant une capacité de calcul maximale pour effectuer directement toutes les tâches du protocole.

www.elektrobit.com

REGISTRATION FORM

Save time register on www.automotive-electronics-congress.com

DS0900

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92133 Issy les Moulineaux FRANCE

BY FAX

+33 1 46 29 68 29

ONLINE

www.automotive-electronics-congress.com

BY PHONE

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1/ Your choice

CONFERENCE & TRAINING DAYS

	by July 15 th	standard rate
<input type="checkbox"/> 1 Day	645 €	695 €
<input type="checkbox"/> 2 Days	895 €	995 €
<input type="checkbox"/> 3 Days	1 245 €	1 395 €
<input type="checkbox"/> 4 Days	1 545 €	1 695 €
+ Lunch (compulsory)	_____ x 45 €	

- November 3, 2008** - Conference & Exhibition
- November 4, 2008** - Conference & Exhibition
Choice of workshops: AM _____ PM _____
- November 5, 2008** - Training Programme[™]
Choice of training: _____
- November 6, 2008** - Training Programme[™]
Choice of training: _____

NETWORKING DINNER

November 3, 2008 - 8.30 pm 115 €

→ GROUP DISCOUNT AVAILABLE:**

- 3-6 people = 15% off the standard price
- 7 people or more = 20% off the standard price

To register: dserre@reedbusiness.fr

→ NEW! FREE ACCESS TO THE EXHIBITION AREA:

All visitors must be registered **before the event**,
to register: dserre@reedbusiness.fr

2/ Your details

Company

Title (Mr, Mrs, Dr, Prof)

First name Last name

Job title

Adress

City

Postcode Country

Tel Fax

Email

Company's primary Business

Company VAT number

I agree to receive IAEC partner's information

3/ Method of payment

Cheque: made payable to Reed Business Information, payment must be in Euros

Bank transfer

Transfers may be made to CIC Ouest Paris 15,
sort code: CMCIFRPP
IBAN: FR7630066109470001006480132

Credit card: Visa Mastercard
(We don't accept American Express)

Card number: _____

CVV: ___ Expiry date: __/ __

Card Holder's Name:

Signature - Compagny Stamp

Date:

Fees
Payment must be received 60 days prior to the event. Payment must be received before the conference date in order to guarantee your place. All invoices and registrations must be honoured in full, unless cancellation has been received under the state below.
* To benefit from a special discount, please send us the e-mailing which precises the discount with your registration confirmation and register at the same time.
** The delegates have to come from the same company with the same address and register at the same time to benefit from the discount. (offer not available for the networking dinner & exhibition pass).

Please note that no two discounts can be combined.

Cancellation
Cancellations must be received in writing at least three weeks before the conference (150 Euros VAT not included will be charged for administrative expense). After this date, attendance will be payable in full, however substitutions are allowed. The organiser reserves the right to change the programme if, despite their best efforts, circumstances warrant it.

Payment
- Payment must be received 60 days prior to the event.
- By credit cards: please note that cards will be debited within 7 days of your registration on to the conference. We doesn't accept American Express.

Organisers
COMUNDI and Reed Electronics Group are members the of Reed Business Information Group.