ADAS 2017: ADVANCED DRIVER ASSISTANCE SYSTEMS

Conference
28–29 March 2017
Hilton Birmingham Metropole

KEY SPEAKERS INCLUDE:
Francois Guichard, Manager – UN Secretary – Active Safety – Mechanical Engineer
UNECE
Basileios Mavroudakis, Vehicle Technology
McLaren Automotive
David Sanchez, ADAS Technical Specialist
Jaguar Land Rover
Richard Schram, Technical Manager
Euro NCAP
Trevor Dorling, Digital Greenwich and Smart City Lead
Royal Borough of Greenwich

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HEAR THE LATEST DEVELOPMENTS BEING MADE WITH ADVANCED DRIVER ASSISTANCE SYSTEMS AND HOW THEY WILL PAVE THE WAY TO LEVEL 5 AUTONOMY.

Advanced Driver Assistance Systems (ADAS) are currently the fastest growing segment in automotive and one of the top four lines of focus for OEMs globally. To reduce the number of collisions and traffic incidents, vehicle manufacturers are looking to automate the driving process and eliminate human error.

Before the introduction of autonomous vehicles, conventional existing driving systems must be updated, upgraded, tested and validated. This includes the integration of driver assistance systems to help prevent and avoid incidents.

Against this backdrop, the ADAS 2017: Advanced Driver Assistance Systems conference will provide attendees with an understanding of the developments and innovation taking place. This will enable attendees to reach level 5 autonomy and increase vehicle safety before autonomous vehicles.

KEY PROGRAMME HIGHLIGHTS:

• McLaren Automotive and Jaguar Land Rover clarify the hype from reality and how industry are cost-effectively accelerating beyond traditional ADAS to level 5 autonomy
• Gain best practices for driver interaction and integrating ADAS with the driver from Jaguar Land Rover and University of Leeds
• Royal Borough of Greenwich discusses lessons learned from autonomous trials on UK roads
• Hear how Ford and University of Warwick are testing and validating ADAS and future autonomous systems
• Join the debate as Jaguar Land Rover, Transport Systems Catapult and Volvo Cars discuss choosing the right sensor and combining available systems into one vision

ATTEND THIS CONFERENCE TO:

• Learn about the cost-effective developments being made to accelerate beyond traditional ADAS
• Join key discussions with McLaren Automotive, Ford, Jaguar Land Rover, Euro NCAP, Royal Borough of Greenwich, HORIBA MIRA and many more
• Hear the latest research insights from Transport Systems Catapult as well as Universities of Leeds, Warwick and Oxford
• Gain insight into standards and regulation, safety assessments and edition two of ISO 26262 from HORIBA MIRA and Euro NCAP
• Network and engage with colleagues, peers and industry innovators from across the field of ADAS and autonomy
• Plus, join discussions on future impacts on business models, insurance responsibility during ADAS control, dealing with differing engineering within the vehicles and choosing between sensor technologies

2017 ADVISORY BOARD:

Patrick Sauer, Senior Engineer, R&D Advanced Technology
Toyota Motor Europe

Tim Armitage, UK Autodrive Project Director
Arup

Nicholas Solomon, Subject Matter Expert - State Estimation, Chassis Control Systems
Jaguar Land Rover

David Ward, Head of Functional Safety
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BOOK YOUR PLACE TODAY
WWW.IMECHE.ORG/ADAS
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<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>SPEAKER/DETAILS</th>
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<tbody>
<tr>
<td>08:30</td>
<td>REGISTRATION AND REFRESHMENTS</td>
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<tr>
<td>09:00</td>
<td>CHAIR’S OPENING REMARKS</td>
<td>Tim Armitage, UK Autodrive Project Director, Arup</td>
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<tr>
<td>09:10</td>
<td>PANEL DISCUSSION</td>
<td><strong>DISTINGUISHING HYPE FROM REALITY: COST-EFFECTIVELY ACCELERATING BEYOND TRADITIONAL ADAS</strong>&lt;br&gt;Basileios Mavroudakis, Vehicle Technology, McLaren Automotive&lt;br&gt;David Sanchez, ADAS Technical Specialist, Jaguar Land Rover</td>
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<td>09:55</td>
<td>PANEL DISCUSSION</td>
<td><strong>CHALLENGES OF AUTOMATION WITH AND WITHOUT DRIVERS IN THE LOOP</strong>&lt;br&gt;Oliver Carsten, Professor of Transport Safety, University of Leeds</td>
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<td>10:25</td>
<td>QUESTION AND ANSWER SESSION</td>
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<td>10:30</td>
<td>NETWORKING REFRESHMENT BREAK</td>
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<tr>
<td>11:00</td>
<td>BEST PRACTICE FOR DRIVER INTERACTION</td>
<td>A representative, Jaguar Land Rover</td>
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<td>11:30</td>
<td>SAFETY AND RELIABILITY</td>
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<td>11:30</td>
<td>AN UPDATE FROM UNECE ON STANDARDS AND REGULATIONS</td>
<td>Francois Guichard, Manager – UN Secretary – Active Safety – Mechanical Engineer, UNECE</td>
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<td>12:00</td>
<td>UPDATE ON EDITION TWO OF ISO 26262</td>
<td>David Ward, Head of Functional Safety, HORIBA MIRA</td>
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<td>12:30</td>
<td>QUESTION AND ANSWER SESSION</td>
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<td>12:45</td>
<td>NETWORKING LUNCH</td>
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<td>13:45</td>
<td>EURO NCAP IMPACTING ADAS DEVELOPMENT</td>
<td>Richard Schram, Technical Manager, Euro NCAP</td>
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<td>14:15</td>
<td>DESIGNING TO AVOID A SINGLE POINT OF FAILURE</td>
<td>Speaker to be announced</td>
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<td>14:45</td>
<td>ADAS IN HEAVY DUTY VEHICLES</td>
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<td>14:45</td>
<td>IMPLEMENTING DRIVER ASSISTANCE ON HEAVY GOODS VEHICLES</td>
<td>John Comer, Product Manager, UK and Ireland, Volvo Trucks</td>
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<td>15:15</td>
<td>QUESTION AND ANSWER SESSION</td>
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For the most up-to-date and detailed programme for the event, please visit: [www.imeche.org/ADAS](http://www.imeche.org/ADAS)
16:00 ROUNDTABLE DISCUSSIONS
   Led by:
   Tim Armitage, UK Autodrive Project Director, Arup
   Simon Baker, Head of Commercial Underwriting, AXA
   David Sanchez, ADAS Technical Specialist, Jaguar Land Rover
   • How will autonomy impact business models in the future?
   • Who is responsible for insurance when ADAS takes control?
   • ADAS is not autonomous and its communication must be clearer

16:45 ROUNDTABLE FEEDBACK
   Summary and key highlights of each of the discussions relayed to the group.

17:05 CHAIR’S CLOSING REMARKS

17:15 END OF DAY ONE

DAY 2  29 MARCH 2017

08:30 REGISTRATION AND REFRESHMENTS

09:00 CHAIR’S OPENING REMARKS
   Tim Armitage, UK Autodrive Project Director, Arup

09:10 KEYNOTE ADDRESS
   UPDATES FROM THE FIELD: LESSON FROM AUTONOMOUS TRIALS ON THE UK ROADS
   Trevor Dorling, Director, Digital Greenwich and Smart City Lead, Royal Borough of Greenwich

   TESTING AND VALIDATING

09:40 TESTING OF ADAS AND FUTURE AUTONOMOUS SYSTEMS
   Paul Jennings, Professor, WMG, University of Warwick

10:10 DESIGN AND VALIDATION OF THE DRIVER ASSISTANCE SYSTEM USING SIMULATION
   Payman Shakouri, Consultant Engineer, Altran UK

10:40 QUESTION AND ANSWER SESSION

10:50 NETWORKING REFRESHMENT BREAK

SENSOR SYSTEMS

11:20 PANEL DISCUSSION
   CHOOSING THE RIGHT SENSOR SYSTEM
   Martine Harvey, Senior Technologist, Transport Systems Catapult
   Henrik Lind, Technical Expert, Volvo Cars
   Paul Widdowson, Vision & Guidance Projects Leader, Jaguar Land Rover

11:50 SENSOR FUSION: COMBINING AVAILABLE SYSTEMS INTO ONE
   Paul Widdowson, Vision & Guidance Projects Leader, Jaguar Land Rover

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• This programme is subject to change.
• The Institution is not responsible for the views or opinions expressed by individual speakers.
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Registration fees include entry to the sessions, refreshments and a copy of the conference proceedings.

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<th>Delegate Type</th>
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<td>Until 24 February 2017</td>
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<tr>
<td>Member, Institution of Mechanical Engineers/Supporting organisation</td>
<td>£359 + VAT = £430.80</td>
<td>£399 + VAT = £478.80</td>
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<tr>
<td>Non-member</td>
<td>£449 + VAT = £538.80</td>
<td>£499 + VAT = £598.80</td>
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<tr>
<td>Student/Retired</td>
<td>£299 + VAT = £358.80</td>
<td>£299 + VAT = £338.80</td>
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