

ADAS 2017: ADVANCED DRIVER ASSISTANCE SYSTEMS

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Conference

28–29 March 2017
Hilton Birmingham Metropole

KEY SPEAKERS INCLUDE:

Francois Guichard, Manager – UN Secretary –
Active Safety – Mechanical Engineer
UNECE

Basileios Mavroudakos, 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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ADAS 2017: ADVANCED DRIVER ASSISTANCE SYSTEMS

28–29 March 2017
Birmingham

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
HORIBA MIRA

Trevor Dorling, Director, Digital Greenwich and Smart City Lead
Royal Borough of Greenwich

BOOK YOUR PLACE TODAY
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TERMS AND
CONDITIONS
APPLY

PROGRAMME

DAY 1 28 MARCH 2017	
08:30	REGISTRATION AND REFRESHMENTS
09:00	CHAIR'S OPENING REMARKS Tim Armitage, UK Autodrive Project Director, Arup
09:10 PANEL DISCUSSION	DISTINGUISHING HYPE FROM REALITY: COST-EFFECTIVELY ACCELERATING BEYOND TRADITIONAL ADAS Basileios Mavroudakos, Vehicle Technology, McLaren Automotive David Sanchez, ADAS Technical Specialist, Jaguar Land Rover
	DRIVER INTEGRATION AND INTERACTION
09:55	CHALLENGES OF AUTOMATION WITH AND WITHOUT DRIVERS IN THE LOOP Oliver Carsten, Professor of Transport Safety, University of Leeds
10:25	QUESTION AND ANSWER SESSION
10:30	NETWORKING REFRESHMENT BREAK
11:00	BEST PRACTICE FOR DRIVER INTERACTION A representative, Jaguar Land Rover
	SAFETY AND RELIABILITY
11:30	AN UPDATE FROM UNECE ON STANDARDS AND REGULATIONS Francois Guichard, Manager – UN Secretary – Active Safety – Mechanical Engineer, UNECE
12:00	UPDATE ON EDITION TWO OF ISO 26262 David Ward, Head of Functional Safety, HORIBA MIRA
12:30	QUESTION AND ANSWER SESSION
12:45	NETWORKING LUNCH
13:45	EURO NCAP IMPACTING ADAS DEVELOPMENT Richard Schram, Technical Manager, Euro NCAP
14:15	DESIGNING TO AVOID A SINGLE POINT OF FAILURE Speaker to be announced
	ADAS IN HEAVY DUTY VEHICLES
14:45	IMPLEMENTING DRIVER ASSISTANCE ON HEAVY GOODS VEHICLES John Comer, Product Manager, UK and Ireland, Volvo Trucks
15:15	QUESTION AND ANSWER SESSION
15:30	NETWORKING REFRESHMENT BREAK

For the most up-to-date and detailed programme for the event, please visit:
www.imeche.org/ADAS

- This programme is subject to change.
- The Institution is not responsible for the views or opinions expressed by individual speakers.

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 <ul style="list-style-type: none"> • 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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12:20	SAFETY RATINGS, ADAS HOMOGENIZATION AND NON-SAFETY USE CASES FOR ADAS SENSORS James Hodgson, Research Analyst - Autonomous Driving and Location Tech, ABI Research
12:50	QUESTION AND ANSWER SESSION
13:00	NETWORKING LUNCH
14:00	COMMUNICATING FROM VEHICLE TO VEHICLE AND VEHICLE TO INFRASTRUCTURE (V2X) Martine Harvey, Senior Technologist, Transport Systems Catapult
DATA CAPTURE AND USE	
14:30	PROCESSING AND MAKING SENSE OF THE DATA Professor Paul Newman, BP Professor of Information Engineering, University of Oxford
15:00	QUESTION AND ANSWER SESSION
15:15	NETWORKING REFRESHMENT BREAK
15:45	ROUNDTABLE DISCUSSIONS Led by: Oliver Carsten, Professor of Transport Safety, University of Leeds Alan Thomas, Director, CAVT Paul Widdowson, Vision & Guidance Projects Leader, Jaguar Land Rover <ul style="list-style-type: none"> • How will autonomous vehicles work on normal roads? • Dealing with differing engineering within the vehicle • Choosing between sensor technologies
16:30	ROUNDTABLE FEEDBACK Summary and key highlights of each of the discussions relayed to the group.
16:50	CHAIR'S CLOSING REMARKS
17:00	END OF CONFERENCE

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FEES AND CHARGES

Registration fees include entry to the sessions, refreshments and a copy of the conference proceedings.

Delegate Type	Early Bird Rates Until 24 February 2017	Standard Rates
Member, Institution of Mechanical Engineers/Supporting organisation	£359 + VAT = £430.80	£399 + VAT = £478.80
Non-member	£449 + VAT = £538.80	£499 + VAT = £598.80
Student/Retired	£299 + VAT = £358.80	£299 + VAT = £358.80

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www.imeche.org/ndt2017



MIDLANDS ENGINEERING DINNER

31 March 2017, Birmingham

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www.imeche.org/midlandsengineeringdinner

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THREE WAYS TO BOOK

1 Online:
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2 Email:
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3 Phone:
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Please read the information listed below as each booking is subject to the Institution's standard terms and conditions.

CONDITIONS OF BOOKING

Completed application forms should be returned to the address above, along with the correct payment. Attendance at the event will be confirmed on receipt of the full balance. All participants are advised to bring a copy of their confirmation with them on the day, to ensure the fastest possible entry.

SPECIAL REQUIREMENTS

Please inform us of any special requirements, ie dietary or access, on the relevant section of this form.

CANCELLATION

For a refund (minus £25+VAT admin charge), cancellations must be received at least 30 days prior to the event. Replacement delegates are welcome at any time. The Institution reserves the right to cancel any event. In this case, the full fee will be refunded unless a mutually convenient transfer can be arranged. In the event that the Institution postpones an event for any reason

and the delegate is unable or unwilling to attend on the rescheduled date, they will receive a full refund of the fee paid. The Institution is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. The Institution shall assume no liability whatsoever if this event is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For the purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. The Institution reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on the event's webpage as soon as possible.

LIABILITY

The organisers do not accept liability for any injuries or losses of any nature incurred by delegates and/or accompanying persons, nor for loss or damage to their luggage and/or personal belongings.

CONFERENCE VENUE

Hilton Birmingham Metropole

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