

# SESSIONS

DAY 1: WEDNESDAY 15 MAY 2019 - 15/05/2019

Connected & Autonomous Vehicles

May 15-16, 2019  
Santa Clara Convention Center  
CA, USA

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## Analyst Breakfast Briefings (Location: Mission City Ballroom M1-M3)

7:30am - 8:30am

IoT World Keynotes (Location: Mission City Ballroom)

Craig Baldwin, Partnerships Director, Losant

Rich Karpinski, Research Director, Voice of the Enterprise: IoT, 451 Research - **Insights from Real-world IoT Pioneers**

Lucian Fogoros, Co-Founder and Managing Director, IIoT-World - **Predictive Analytics and Augment Reality (AR) in Manufacturing**

Alexandra Rehak, Head of IoT Practice, Ovum - **Updates from the 2019 Ovum Enterprise IoT Viewpoints Report**

Neil Shah, Partner & Research Director, Counterpoint Research - **Unlocking IoT opportunities in Asia**

Bill Ablondi, Director Smart Home Systems, Strategy Analytics - **What smart home applications will appeal to the mass market?**

James Brehm, Founder and Technology Evangelist, James Brehm & Associates - **The Top 8 Obstacles Encountered in an IoT Deployment; and How to Avoid Them**

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## Welcome to IoT World Day 2

8:40am - 8:45am

IoT World Keynotes (Location: Mission City Ballroom)

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## Chairperson's Opening Remarks

8:45am - 8:50am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

## Participants

**Greg Kahn** - President & CEO, Internet of Things Consortium

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## Fireside Chat: IoT in Action - How Avis Budget Group is Reinventing Rental

8:50am - 9:10am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

## Participants

**Larry De Shon** - Chief Executive Officer, Avis Budget Group

**Moderator: Bonny Simi** - President, JetBlue Technology Ventures

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## Mitigating Risk from Natural Disasters Using IIoT Applications

9:10am - 9:30am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

## Participants

**Philip Mezey** - President and Chief Executive Officer, Itron

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## Embedded Intelligence for the Next Wave of Smart Systems – Opportunities and Challenges on the Edge

9:30am - 9:50am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

## Participants

**Tony Keirouz** - VP IoT Strategy, Ecosystem and Partnerships, STMicroelectronics

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## A Story of Transformational IoT: Do machines actually get smarter? What actually is the edge? And why being an IoT pioneer is more achievable than you might think.

9:50am - 10:10am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

## Participants

**Mark Relph** - Head of Business Development –IoT and Emerging Technologies, Amazon Web Services

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## Keynote Panel Discussion: Explore New Opportunities, Solutions and Experiments That Shape the City of Tomorrow

10:10am - 10:40am

IoT World Keynotes (Location: Mission City Ballroom)

## Participants

**Aniela Kuzon** - Global Lead, City of Tomorrow Challenge, Ford Motor Company

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## Morning Break and Industry Vertical Networking (Supply Chain/Logistics, Hyatt Pool)

10:40am - 11:30am

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## Chairperson's Opening Remarks

11:30am - 11:40am

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

## Participants

**Stephen Bell** - Senior Analyst, Light Reading

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## Microtransit: Solving the first and last mile problem for public transportation

11:40am - 12:00pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

## Participants

**Kris Bailey** - CEO, Eevee Mobilty

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## Multimodal for Optimal Consumer Choice - Changing how we move from A to B

12:00pm - 12:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 204/204

Explore how the latest external trends (urbanization and government intervention) and internal trends have led to a change in how people move from A to B.

- The Modal Shift: Analyze how bikes, mopeds and scooters are reshaping transportation and whether dockless sharing platforms are accelerating the trend. Is it time for regulation?
- Explore the role of the vehicle in a multimodal transportation systems from shared first/last mile solutions from suburb stations to shared pick-up services
- How to deliver multimodal mobility as a service in an efficient and user-friendly way using the best user interface, apps and payment systems

## Participants

**Moderator: Stephen Bell** - Senior Analyst, Light Reading

**Mark Maxham** - Principal Engineer, Ellis & Associates

**Ohad Zeira** - Vice President, Fleet Ventures, Avis Budget Group

**Steve Raney** - Executive Director, Palo Alto Transportation Management Association

**Balwinder Tarlok** - Senior Transportation Electrical Engineer, CalTrans

**Kris Bailey** - CEO, Eevee Mobilty

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## Networking Lunch

12:40pm - 1:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

## Electric Mobility: Increasing Adoption

1:40pm - 2:00pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

EVs have different adoption rates influenced by a wide range of factors from regulation to performance. Explore the wider picture of EV adoption and the new trends in electrification.

- How to plot the e-mobility ecosystem - from OEM to energy providers - to build the right partnerships for development and implementation of electric mobility
- Break the charging barrier – How to plan the ideal charging infrastructure whilst exploring the realities and potential of new tech such as Wireless Electric Vehicle Charging (WEVC)
- What is the future of battery tech and the implications of faster charging, increased energy density, cycle life and low leakage on battery development

## Participants

**Mike Harrigan** - Senior Program Manager for Advanced Mobility, Prospect Silicon Valley

## Security Risks of Connected Cars: Exploring attack surface of connected cars and how to stop attacks

2:00pm - 2:20pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Internet has dramatically changed our lives. Everything is connected to the Internet today, including cars. In this session, we will discuss the security risks of connected cars.

- What kinds of devices are most susceptible to cyberattack? – Identifying the most vulnerable devices that could be targeted by cyberattacks
- Is it easy to hack a connected car? – Attempts to hack connected cars and the security issues exposed
- What kinds of solutions do we need to protect a connected car? – What can we learn from these hackings and what we can do?

## Participants

**Spencer Hsieh** - Threat Researcher, Trend Micro

## AV's Legislation

2:20pm - 2:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Law makers and local authorities have a make-or-break role in the testing and roll-out of AV. This session will discuss current and upcoming regulation.

- Get to grips with regulation and understand how it impacts the deployment of AV's
- Learn what ADAS features are becoming required by upcoming regulation and how they could help with AV feature development
- Understand policies for regulating self-driving cars and how it will affect your business

## Participants

**Alison Pascale** - Senior Policy Strategist, Audi of America

## Your car is connected: To What and Whom?

2:40pm - 3:00pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Today's connected car has ever-increasing levels of connectivity. This connectivity often comes with software originating from outside sources, and connections to unknown devices. Leveraging the ecosystem while ensuring security of the vehicle requires isolation of critical components.

The risks in common solutions today can be evidenced by the increasing recent number of vulnerabilities and security exploits seen in the automotive space. To this point, we've been fortunate that most of these exploits have been white-hat hacks. But the industry is evolving to an opportunity for less ethical exploits. This mandates that we must put security and safety at the forefront of system design.

We will discuss experience from other safety-critical industries, and how automotive can enable use of software from multiple sources while still ensuring the safety and security of the vehicle.

## Participants

**Chuck Brokish** - Director of Automotive Business Development, Green Hills Software

## Control the Ecosystem, Control the Revenue

3:00pm - 3:20pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

As vehicles evolve towards autonomous driving, content consumption advances from fear of distraction, to relaxed living room experience.

OEMs must create and nurture content ecosystems today in order to remain relevant in the autonomous future. Learn how SmartDeviceLink (SDL) enables the automotive industry to retain control by welcoming developers, maximizing vehicle data value, and establishing user habits now, before the competitive solutions of the tech giants overwhelm the industry and commandeer control of the in-vehicle monetization opportunity.

## Participants

**Scott Burnell** - Global Lead, Business Development and Partner Management, Ford Developer Program

## Networking Refreshments

3:20pm - 3:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

## Meeting Point for Automotive Expo Tour - Level 2, 203/204

3:40pm - 3:50pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Please visit Level 2, 203/204 to pick up your Expo Tour headset and map!

## Participants

**Maggie Miller** - Director, Content Marketing, Informa Tech

## Exhibition Hall Tour 2 - Automotive

3:50pm - 4:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Stop 1 - Trend Micro, booth 939

Stop 2 - AAA NCNU / GoMentum Station, booth 1036

Stop 3 - SAS, booth 628

Stop 4 - Green Hills Software, booth 932

## Participants

**Host: Maggie Miller** - Director, Content Marketing, Informa Tech

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## VIP Power Hour

4:40pm - 6:00pm

Connected & Autonomous Vehicles (Location: Level 2,  
203/204)

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## IoT World Awards Ceremony

6:00pm - 9:00pm

Connected & Autonomous Vehicles (Location: Level 2,  
203/204)

*Everything Passes only (or add an IoT World Awards  
Pass to any pass option!)*

# SCHEDULE

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Connected & Autonomous Vehicles

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TIME	CONNECTED & AUTONOMOUS VEHICLES (LOCATION: LEVEL 2, 203/204)	IOT WORLD KEYNOTES (LOCATION: MISSION CITY BALLROOM)
7:00AM		7:30am - Analyst Breakfast Briefings (Location: Mission City Ballroom M1-M3)
8:00AM		8:40am - Welcome to IoT World Day 2 8:45am - Chairperson's Opening Remarks 8:50am - Fireside Chat: IoT in Action - How Avis Budget Group is Reinventing Rental
9:00AM		9:10am - Mitigating Risk from Natural Disasters Using IIoT Applications 9:30am - Embedded Intelligence for the Next Wave of Smart Systems – Opportunities and Challenges on the Edge 9:50am - A Story of Transformational IoT: Do machines actually get smarter? What actually is the edge? And why being an IoT pioneer is more achievable than you might think.
10:00AM	10:40am - Morning Break and Industry Vertical Networking (Supply Chain/Logistics, Hyatt Pool)	10:10am - Keynote Panel Discussion: Explore New Opportunities, Solutions and Experiments That Shape the City of Tomorrow 10:40am - Morning Break and Industry Vertical Networking (Supply Chain/Logistics, Hyatt Pool)
11:00AM	11:30am - Chairperson's Opening Remarks 11:40am - Microtransit: Solving the first and last mile problem for public transportation	
12:00PM	12:00pm - Multimodal for Optimal Consumer Choice - Changing how we move from A to B 12:40pm - Networking Lunch	
1:00PM	1:40pm - Electric Mobility: Increasing Adoption	
2:00PM	2:00pm - Security Risks of Connected Cars: Exploring attack surface of connected cars and how to stop attacks 2:20pm - AV's Legislation 2:40pm - Your car is connected: To What and Whom?	
3:00PM	3:00pm - Control the Ecosystem, Control the Revenue 3:20pm - Networking Refreshments 3:40pm - Meeting Point for Automotive Expo Tour - Level 2, 203/204 3:50pm - Exhibition Hall Tour 2 - Automotive	
4:00PM	4:40pm - VIP Power Hour	
5:00PM		
6:00PM	6:00pm - IoT World Awards Ceremony	

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## Analyst Breakfast Briefings (Location: Mission City Ballroom M1-M3)

8:00am - 9:00am

IoT World Keynotes (Location: Mission City Ballroom)

Michael Render, Founder and CEO, RVA LLC Market Research and Consulting - Smart Cities from the bottom up: Citizen quality of life, and City efficiency

Stephen Bell, Senior Analyst, Internet of Things, Heavy Reading - LTE/5G Developments for the IoT

Stephanie Atkinson, Founder & CEO, Compass Intelligence - The Impact of 5G and Big Data in the Enterprise. Edge analytics and computing, enterprise IoT applications, video and streaming content in a 5G world, managing intelligent data for business processes and operations, etc.

Mark Beccue, Principal Analyst, Tractica - Automotive HMI

Alex Glaser, Vice President, Harbor Research - Data Monetization Opportunities In IIoT: Enabling New Smart Services and Driving ROI from the Start!

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## Chairpersons Opening Remarks

9:20am - 9:30am

IoT World Keynotes (Location: Mission City Ballroom)

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## Mobility of the Future based on Connectivity and Automated Driving

9:30am - 9:50am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

### Participants

**Lutz Beck** - CIO, Daimler Trucks North America

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## Industry 4.0 made real: How AI is Transforming Manufacturing

9:50am - 10:10am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

### Participants

**David Meek** - Executive Partner - WIoT for Manufacturing and Industry 4.0, IBM

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## Keynote Panel Discussion: Developing the IoT Workforce - From School into the Workplace

10:10am - 10:40am

IoT World Keynotes (Location: Mission City Ballroom)

Location: Mission City Ballroom

### Participants

**Moderator: Trent Salvaggio** - Executive Director, Internet of Things Talent Consortium (IoTTC)

**Keshav Gupta** - Smart City IoT Lead, City of San Jose

**Patty Burke** - Innovation and Venture Capitalist, Center for Creative Leadership

**David Vasko** - Director Advanced Technology, Rockwell Automation

**Paige Carratturo** - Partner, Momena Talent

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## Morning Break and Industry Vertical Networking Sessions: Smart Buildings (Location: Hyatt Pool)

10:40am - 11:30am

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## Chairperson's Opening Remarks

11:30am - 11:40am

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

### Participants

**Sam Abuelsamid** - Principal Analyst, Navigant Research

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## Artificial Intelligence of Things is driving Transportation!

11:40am - 12:00pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Vehicles are no longer just a means to get people or goods from point A to point B. Come explore how the connected vehicle is becoming a digital platform for innovation across an industry that is driving new services, applications and value.

- Learn about the Artificial Intelligence of Things ... What is it? Why does it matter?
- Discover how edge-to-enterprise analytic platforms accelerate time to customer value.
- Explore real-world customer journeys through applied use case discussions

### Participants

**Bryan Saunders** - Head of Industry Consulting, IoT, SAS

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## Panel discussion: Invest in Success! The VC View of AV Innovation

12:00pm - 12:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

The increasing appetite to invest in "sexy" auto tech start-ups raises questions about how to really value these disruptive technologies. Will they live up to the hype?

- Understand where investors are looking over the next 6-12 months to make a profit in the next 5-10 years
- Assess the role start-ups should play in your CV/AV strategy e.g. filling a gap or bringing new resources to the table
- Identify the hurdles to working with start-ups - from how to invest to operating models to points of integration - to put together an informed strategy

### Participants

**Dennis Liu** - Associate Director - Global Strategy & Business Development, Ford Motor Company

**Anil Rachakonda** - Vice President, co-pace, Continental

**Anselm Adams** - Co-Founder & CEO, Alboria Technologies

**Quin Garcia** - Managing Director, Autotech Ventures

**Moderator: Liz Kerton** - Executive Director, Autotech Council

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## Networking Lunch

12:40pm - 1:40pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

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## How is Uber making IoT and connectivity its competitive advantage?

1:40pm - 2:05pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Uber initially moved people from point A to point B. Then it started moving things from point A to point B. Now it is getting into things (bikes, scooters etc) moving people. Find out how IoT and connectivity is powering Uber's mission of igniting opportunities by setting the world in motion.

### Participants

**Rahul Vijay** - Head of Global Strategic Sourcing, Uber

## Putting AV Tech to the Test

2:05pm - 2:30pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

Public road testing, virtual testing, simulation, embedded software testing, safety and crash testing... There are now a multitude of test bases for ADAS and self-driving vehicle platforms.

- Explore the differences between validation of autonomous vehicles and validation of ADAS systems.
- Discuss the challenge in testing the sheer number of possible scenarios that an autonomous vehicle could face. Learn advantages of possible solutions incl. applying AI to testing
- Consider how data collected from test cars and digital simulation can be applied in the design process. Debate the need for a technical data consortium to share anonymized test data

## Participants

**Atul Acharya** - Director, Autonomous Vehicles Strategy & Ops - Safety & Testing, AAA-NCNU

## Transformation of Human Mobility

2:30pm - 2:55pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

We use connected devices every day—from the cars we drive to the smartwatch on your wrist—and they're transforming the ways we move and interact with the world around us. Systems that were once thought of as independent are fusing together into an ecosystem. And as a result, consumer and business expectations are changing. People expect dynamic and connected experiences tailored to their desires, with data as the foundation of this personalization. Companies are able to shift to an outcome based economy leading to profitable product-service models. How has this evolution shifted the gears on mobility? This talk will cruise through how new business models, data and connected technologies are transforming human mobility

## Participants

**Kimberly Clavin** - VP of Engineering, LOOP by Pillar, A part of Accenture's Industry X.0

## Industry Vertical Networking: Automotive (Hyatt Pool Area)

2:55pm - 3:50pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Hyatt Pool Area

## Connectivity - A Network of Networks – 5G, DSRC & CV2X

3:50pm - 4:30pm

Connected & Autonomous Vehicles (Location: Level 2, 203/204)

Location: Level 2, 203/204

With ever increasing demand on connectivity, the burden must now fall on the spectrums to provide the constant connectivity the consumer demands.

- Some OEM's embrace 5G, others DSRC. Which of these technologies will prevail? Understand the merits of these spectrums and implications on your product strategy
- Explore the costs, coverage and rollout implications of 5G vs DSRC and debate whether the technology reached a point where policymakers can proceed with one over another

## Participants

**Moderator: Scott Belcher** - President, SFB Consulting

**Sam Abuelsamid** - Principal Analyst, Navigant Research

**Asfand Siddiqui** - Transportation Engineer (Electrical), California Department of Transport

**Steve Griffith** - Industry Director, PMP, NEMA

**Dan Cauchy** - Executive Director of Automotive Grade Linux, Linux Foundation

# SCHEDULE

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Connected & Autonomous Vehicles

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TIME	CONNECTED & AUTONOMOUS VEHICLES (LOCATION: LEVEL 2, 203/204)	IOT WORLD KEYNOTES (LOCATION: MISSION CITY BALLROOM)
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11:00AM	11:30am - Chairperson's Opening Remarks 11:40am - Artificial Intelligence of Things is driving Transportation!	
12:00PM	12:00pm - Panel discussion: Invest in Success! The VC View of AV Innovation 12:40pm - Networking Lunch	
1:00PM	1:40pm - How is Uber making IoT and connectivity its competitive advantage?	
2:00PM	2:05pm - Putting AV Tech to the Test 2:30pm - Transformation of Human Mobility 2:55pm - Industry Vertical Networking: Automotive (Hyatt Pool Area)	
3:00PM	3:50pm - Connectivity - A Network of Networks – 5G, DSRC & CV2X	