

Keynote Speeches from Trio of Industry Experts Highlighted Three-Day SAE International Symposium on Automated Driving Technology

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WARRENDALE, Pa. ([PRWEB](#)) November 13, 2017 -- SAE International's ADAS to Automated Driving Symposium recently wrapped up a successful three-day run at the Sheraton Columbus at Capitol Square in Columbus, Ohio.

The event provided attendees with a technical evaluation of ADAS and automated driving technology. Talks and presentations ranged from cyber-security and sensing to perception and human factors to simulation and validation. Attendees were provided details on the technologies and products being developed to make driving safer, and ultimately eliminate that most risky component in the system – the driver.

“The SAE ADAS to Automated Driving Conference was a success – both from my involvement in the organizing committee - and as a participant”. “The event showcased the many facets involved in the complex Automated Driving field and the networking opportunities provided by SAE International were outstanding. There were many informative and interesting presentations in the sensor, perception and validation fields of ADAS and AD, and these were nicely summarized in the panel discussion at the end of each day with a high level of interest and involvement from the attendees who asked probing questions,” Oliver Speiss, Director, Product Strategy & Business Development, ZF, said.

The symposium featured three keynote speakers:

- Carla Bailo, Assistant Vice President of Mobility Research & Business Development, The Ohio State University; and Vice President–Automotive, SAE International, presented “Smart Mobility and Smart Cities to Improve People’s Lives”
- Levent Guvenc, Professor, Mechanical and Aerospace Engineering; Director, Automated Driving Lab, The Ohio State University, presented “Unified, Scalable and Replicable Connected and Automated Driving for a Smart City”
- Andrew Smart, Chief Technology Officer, American Center for Mobility, presented “AV Testing and Validation – A Very Different World”

The keynote presentations set the tone for each day and led attendees through a program that delved into myriad of technical problems the industry must solve to realize the vision of a seamless transportation future – everything from cyber/physical security to sensing, sensors and fusion, mapping, energy, artificial intelligence, human factors of varying levels of automation, human psychology, perception, driver monitoring, signage and infrastructure, connectivity, vehicle performance, simulation, validation, and so much more.

“We focused the 2017 event on three general areas – sensors, perception, and validation, as these are topics that are the near-term focus to achieve fully-automated driving for production in 2020.” said James Sherman, Technical Event Developer, SAE International. “

The program also included presentations related to energy use, mapping, data storage/management, and connectivity - not the Wi-Fi/cellular kinds, but vehicle-to-vehicle/infrastructure. SAE International also



highlighted some of its programs designed to promote these technologies across the industry, including current and planned standards activities; STEM programs such as the new AutoDrive Challenge; and newly developed journals on “Transportation Cybersecurity and Privacy” and “Connected and Automated Vehicles.”

The SAE ADAS to Automated Driving Symposium was organized with experts from industry-leading companies such as Continental, GM, dSPACE, Delphi, Infineon, FCA, Bosch, ZF, Toyota, ON Semiconductor, and others.

SAE International is a global association committed to being the ultimate knowledge source for the engineering profession. By uniting over 127,000 engineers and technical experts, we drive knowledge and expertise across a broad spectrum of industries. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including programs like A World in Motion® and the Collegiate Design Series™.

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