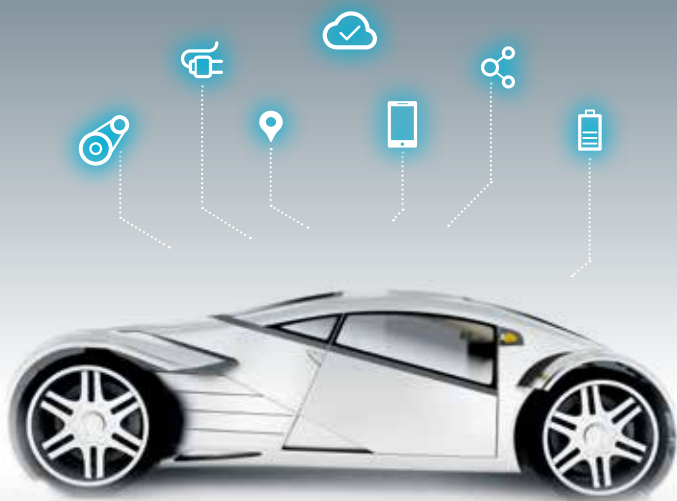


R O A D S H O W  
FRANKFURTAUTOMECHANIKA SHANGHAIAUTOMECHANIKA

# connected mobility

DRIVING DIGITALIZATION



PART ONE

**SEPTEMBER 13, 2018**

FORUM —  
MESSE FRANKFURT

HOST



PARTNER

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**THE HOST**

# driving digitalization – digital transformation in the automotive industry

**Dear Ladies and Gentlemen, dear Guests,**

It is my pleasure to welcome you to the second edition of this conference in Frankfurt. We began this March in Austin, Texas, with the Connected Mobility Roadshow during the legendary South by Southwest Festival. And we will see each other again in China at Automechanika Shanghai at the end of this year, which will give us the chance to discuss related topics.

With this series of conferences, we want to discuss digitalization and its consequences for the automobile industry and society, and provide a platform for this important, future-oriented subject. Learn from renowned experts, as well as from the experience and insights of mobility pioneers and established market participants. Make contact with the experts, exchange ideas and opinions and become part of this dynamic community.

The subject is extremely interesting and demands much from the industry, the aftermarket and automotive suppliers because staying on the ball and ensuring corporate sustainability calls for openness, agility and boldness. I cordially invite you to visit the »Festhalle« next door and gain insights into a variety of modern technologies, such as robot repairs, augmented reality and 3D printing. The latter offers great opportunities in the field of classic cars, a subject that we are introducing in Hall 12. My personal tip for automobile fans!

Your

**Detlef Braun**

Managing Director, Messe Frankfurt



messe frankfurt



# connected mobility agenda

## 10.30 – 10.45 A.M. ... OPENING

**Detlef Braun**

Managing Director, Messe Frankfurt GmbH

**Marc Brost**

Head of Berlin Office, DIE ZEIT

## 10.45 – 11.10 A.M. ... KEYNOTE

automotive security: challenge and  
prerequisite for innovative vehicle functions

**Prof. Dr. Jörn Eichler**

Head of Security Engineering, Volkswagen AG & Head of Secure  
Systems Engineering, Institute of Computer Science, FU Berlin

## 11.10 – 11.35 A.M. ... IMPULSE

solutions for an electrified world

**Markus Kreisel**

Chief Executive Officer, Kreisel Electric GmbH & Co. KG

## 11.35 – 12.00 A.M. ... LIVE-DEMO

all apps in the car –  
without apple or google

**Ghazaleh Koohestanian**

Chief Executive Officer, Re2you GmbH

## 12.00 – 12.45 P.M. ... LUNCH BREAK

## 12.45 – 1.05 P.M. ... LIGHTNING TALK + Q&A

real-time data exchange: the key for  
autonomous driving

**Andreas Westhoff**

Chief Executive Officer, Smart Mobile Labs AG

## 1.05 – 1.25 P.M. ... LIGHTNING TALK + Q&A

the most autonomous car. always.  
how to disrupt a whole industry!

**Tim von Törne**

Founder & Chief Operations Officer, Kopernikus Automotive UG

**1.25 – 1.45 P.M. ... LIGHTNING TALK + Q&A**

vehicle data: a source  
for innovative solutions

**Parvis Avini**

Founder & Managing Director, Carly Solutions GmbH & Co. KG

**1.45 – 2.15 P.M. ... COFFEE BREAK****2.15 – 2.35 P.M. ... LIGHTNING TALK + Q&A**

biometric driver monitoring

**Isaac Litman**

Founder & Chief Executive Officer, Neteera Technologies Ltd.

**2.35 – 2.55 P.M. ... LIGHTNING TALK + Q&A**

fighting cyber threats in  
connected mobility

**Shay Horowitz**

Head of Marketing, Cymotive Technologies Ltd.

**2.55 – 3.15 P.M. ... LIGHTNING TALK + Q&A**

keeping vehicles connected and  
protected from cyber attacks

**Dr. Michael Müller**

President, EMEA-Region, Argus Cyber Security Ltd.

**3.15 – 3.45 P.M. ... CLOSING KEYNOTE**

susi: the service AI

**Dr. Jonas Moßler**

Chief Executive Officer, SUSI & James GmbH

**3.45 P.M. ... END OF THE EVENT****AFTERWARDS WALKABOUT AUTOMECHANIKA**

# moderation

**marc brost** has been the head of the Berlin office for DIE ZEIT since 2010. Prior to this position, he had been a reporter on economic policy issues for DIE ZEIT in Berlin. Born in 1971, he studied economics at the University of Hohenheim from 1991 to 1997. After completing his studies, Brost spent two years as an intern at the Georg von Holtzbrinck School for Business Journalists.

He has been an editor at DIE ZEIT since 1999; he was deputy head of the business department between 2002 and 2007. Brost has been recognised on numerous occasions for his journalistic work including the Georg von Holtzbrinck prize for economic journalism (2001), the Ludwig Erhard Prize for economic journalism (2003) and the Theodor Wolff prize (2006).



# moderation

**claas tatje** has been an editor with the business desk of ZEIT since 2014 and is mainly in charge of the automotive industry. Before that, he worked as an author for ZEIT in Brussels. He studied economics in Hannover and then graduated from the German School of Journalism in Munich. In 2014 his book »Fahrtenbuch des Wahnsinns – Unterwegs in der Pendlerrepublik« was published. For his journalistic work, he was presented with the German Journalist Award and the Media Award for Aerospace.



**Volkswagen AG**

automotive security:  
challenge and prerequisite  
for innovative vehicle  
functions





- ..... The securing of vehicle functions against cyber attacks faces manufacturers and suppliers with manifold challenges - in technological, organizational and procedural terms.
- ..... Due to accessibility, functions which are often networked beyond the vehicle limit are in the foreground, but classical vehicle functions should, however, not be neglected.
- ..... Automotive security involves not only challenges but – if properly designed – it is prerequisite and enabler for innovative vehicle functions.

## **prof. dr. jörn eichler** heads

Security Engineering in the electronics development of the brand Volkswagen Passenger Cars and the Working Group Secure Systems Engineering at the Institute of Computer Science of the Free University of Berlin. Prior to that, he gathered international experience as developer, analyst, architect and project manager in research, development and integration projects. He obtained his PhD in the field of Security Engineering at the Technical University of Munich and most recently he headed the Berlin site of the Fraunhofer Institute for Applied and Integrated Security.

KEYNOTE

10.45 – 11.10 A.M.

**Kreisel Electric GmbH & Co. KG**

solutions for an  
electrified world





- ..... At present, we are at the very beginning of the era of electrification of the world whose exponential curve will start rising during the coming years.
- ..... The future is electrical and IoT, M2M and AI – in the form of autonomous driving or intelligent energy ecosystems – will represent a self-evident part of our life.
- ..... Whole industries are being transformed, new and currently not yet foreseeable business models will develop and buzzwords such as sharing economy or 360-degree self-sufficiency will become a reality.
- ..... Kreisel wants to make essential contributions to the shaping of this development with innovative products and solutions as a solution provider.

**markus kreisel** regionality and sustainability have always been a personal concern. As the CEO of Kreisel Electric, he is responsible for sales, finance and marketing. Kreisel Electric is a global pioneer in the development of advanced technologies and solutions for the energy revolution. In 2017, the company has been awarded with the Klimaschutzpreis and the Frost & Sullivan Award for best battery technology worldwide.

IMPULSE  
11.10 – 11.35 A.M.

**Re2you GmbH**

all apps in the car –  
without apple or google





- ..... In the current mobile ecosystem there are two major players: Apple and Google; well-known brands may join in the game according to their own rules (buzz-word »gatekeeper«).
- ..... It is for European companies increasingly difficult to keep track of what one gets involved in, in the field of data privacy.
- ..... It is important that European companies take over the position of gatekeeper for their digital ventures and succeed in not only becoming the digital master of their platform, but also participate in the attractive, new mobile ecosystem.

## ghazaleh koohestanian

has more than 15 years of experience in the high-tech environment. Her passion for new technologies and digital innovations was already successfully demonstrated in the field of product developments at Nokia Technologies in Beijing and at the Google Family in Zurich and Berlin. In parallel, she developed a software with which data and applications can be harmonised independently from the operating system used. For this software she holds a patent in the USA, amongst other countries. Her company developed, amongst other things, innovation software in the mobility sector, eg for Daimler, VW and in aviation. In 2012 she founded a start-up in Berlin, the software company Re2you GmbH. As CEO she drives innovations with her team of 50 people, who are mainly based in Berlin and Melbourne.

LIVE-DEMO

11.35 – 12.00 A.M.

## Smart Mobile Labs AG

real-time data exchange:  
the key for autonomous  
driving





- ..... There will be an evolution instead of a sudden switch.
- ..... The more numerous and complex the data exchange becomes, the importance of real-time data transfer rises.
- ..... Many-to-many-connectivity will be a milestone.
- ..... Today, this data exchange must be mastered so that future demands can be fulfilled.

**andreas westhoff** has been CEO of Smart Mobile Labs GmbH, global leader in realtime many-to-many video transmissions since 2016. With more than 15 years of experience in various management positions, the Munich-born became a manager with an unmistakable sense for future technologies and markets. Previous to his engagement at Smart Mobile Labs he was CSO and shareholder of NAVIGON AG, Managing Director of iPUBLISH Ganske Interactive Publishing GmbH as well as CEO of MXM Mixed Reality Marketing AG. He became a specialist for the development and growth of start-ups and has a track record of scaling and profitability. Andreas Westhoff passed his first state examination in law at the Julius-Maximilians-University of Würzburg.

LIGHTNING TALK + Q&A  
12.45 – 1.05 P.M.

# automechanika



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## **Kopernikus Automotive UG**

the most autonomous  
car. always. how to  
disrupt a whole industry!





- ..... Autonomous driving is for the automotive industry what the iPhone is for the mobile phone industry – a disruption.
- ..... Our everyday life in the car will in future be completely redesigned.
- ..... Apart from the established manufacturers of this world, Kopernikus intends to offer with its retrofit kit driverless driving as a retrofit solution for every car.
- ..... Learn how everybody can drive autonomously for only EUR 3,000.

**tim von törne**, Co-Founder and Chief Operations Officer of Kopernikus Automotive, is an experienced entrepreneur, start-up manager and founder as well as an expert in the fields of e-commerce, digital business and venture capital. Apart from his five own start-ups, he has also made a name for himself amongst other things as Germany's CEO of Skype as well as CEO of the digital version of the mail order retailer »Quelle«.

LIGHTNING TALK + Q&A  
1.05 – 1.25 P.M.

**Carly Solutions GmbH & Co. KG**

vehicle data: a source  
for innovative solutions





- ..... Carly – Connected car, the world market leader for mobile vehicle electronics, has already been able to uncover speedometer manipulations with a worldwide unique second-hand car check.
- ..... Carly Solutions shows the data which can be read out via the OBD interface, how this information benefits the driver and ventures an outlook on a 360° solution for the driver of the future.

**parvis avini** started his career developing expert systems in the automotive industry for General Motors in Detroit. Afterwards he worked as a consultant for Gemini Management Consulting in Munich, Germany, until 1998. From 1999 to 2005 Avini supported a range of different companies as a freelance consultant with Avini Executive Consulting. In 2005 he founded EA-CP Euro Asia Corporate and in 2006 he collaborated with a partner to create Consumer Electronics LIV and AHB GmbH. Moreover, in 2008 Avini entered the app development sector with iViNi-apps. Together with his two sons and a friend of the family he founded Carly – Connected Car in 2014. To this day Avini am working as co-founder and managing director. Today, Carly – Connected Car is the world leader for mobile solutions in the automotive sector.

LIGHTNING TALK + Q&A  
1.25 – 1.45 P.M.

**Neteera Technologies Ltd.**

biometric driver  
monitoring





- ..... Vehicle occupants sensing – Why do we need it?
- ..... Technologies discussion, challenges and Neteera's approach

**isaac litman** founded Neteera after serving as CEO for Mobileye (NYSE: MBLY) Aftermarket for six years until the IPO. Prior to that, Mr. Litman served as CEO for Telepath, Motorola's exclusive distributor in Israel and East Europe, CEO for ABSC, focused on business intelligence and development and was also a special projects manager for the Israeli Prime Minister's office. Mr. Litman graduated from the Tel-Aviv University law school, holds a B.A. in Economics from the Tel-Aviv University and an MBA from the Bar-Ilan University. Mr. Litman was honorably discharged from the Israeli army with the rank of Major and his last active duty position was as reconnaissance company commander.

LIGHTNING TALK + Q&A  
2.15 – 2.35 P.M.

**Cymotive Technologies Ltd.**

fighting cyber threats in  
connected mobility





- ..... How can we ensure vehicles are kept Cyber safe across their entire lifecycle?
- ..... CYMOTIVE's combined Attacker (Red) and Defender (Blue) approach has proven itself time and again as most effective in dealing with Cyber Security problem solving, threat detection and protection.
- ..... The combination of these two opposite Cyber Security pillars is the basis to our unique Purple philosophy with which we secure the automotive industry.

**shay horowitz** is the Head of CYMOTIVE Marketing division, responsible for the company strategic expansion and corporate Marketing. Shay has 15+ years' of experience in a variety of executive positions where he successfully introduced innovative Cyber Security, Big Data, BI, Telecom and System on a Chip technologies into multiple markets. During his career tenure, Shay won large scale deals with Deutsche Telekom, Telefónica, and others. Being passionate about the automotive industry, Shay now combines his passion with his profession.

LIGHTNING TALK + Q&A  
2.35 – 2.55 P.M.

**Argus Cyber Security Ltd.**

keeping vehicles  
connected and protected  
from cyber attacks





- ..... In an increasingly demanding regulatory environment, cyber security has become a primary vehicle function for automotive manufacturers.
- ..... Cyber attacks threaten all passenger cars and commercial vehicles equipped with embedded or after-market connectivity.
- ..... To minimise the risk of a cyber attack, car manufacturers should already now implement a multi-layered end-to-end protection for the entire life cycle of a vehicle or across an entire fleet.

**dr. michael müller** is the President of Argus in the EMEA region. Michael has a rich entrepreneurship and management background in the automotive industry. Since founding magility GmbH in Germany he is Managing Director of this company as well as on the Board of Directors of privately-held companies and on the advisory board of Universities. Prior to Argus, Michael served as Managing Director of Mercedes-Benz Technology Consulting, as Executive at Daimler Headquarters and as Head of Strategy and Process Management at Mercedes-Benz Cars Development. Prior to that he was an officer in the army of the German Federal Forces. In addition to his current activities, Dr. Michael Müller is an active networker in the automotive industry and regularly exchanges views with international innovation leaders and government-related agencies. As an expert and impulse-generator for technical innovations, digital innovative business models, cyber security and smart mobility topics, he is often invited as a speaker.

LIGHTNING TALK + Q&A  
2.55 – 3.15 P.M.

**SUSI & James GmbH**

susi: the service AI





- ..... The concept of mobility services has the need for scalable and comfortable user interactions.
- ..... Our product SUSI supports businesses to automate their service.
- ..... SUSI is a conversational AI that can be extended easily for customer specific service use-cases.

**dr. jonas moßler** has been developing AI technologies for over a decade. Firstly, for the purpose of science – he used to work at the German Cancer Research Center. After he realized, that his real vocation is bridging the relationship between humans and machines, he co-founded SUSI&James – an AI company. Since then his team has been introducing a new model of human-machine cooperation. SUSI&James with its product SUSI offers a bilateral, partner relation, where not only users learn how to use a machine, but also the machine learns how to improve cooperation with the users. Strengthening the relations by means of AI... what a beautiful and fulfilling mission!

CLOSING KEYNOTE  
3.15 – 3.45 P.M.

**PART TWO**

# Automechanika Shanghai

## November 29, 2018

[www.automechanika.com](http://www.automechanika.com)



**With more than 5.000 exhibitors, Automechanika Shanghai is the second-largest Automechanika fair worldwide. About 120.000 visitors are expected to join this year in order to inform themselves about current trends and developments in the aftermarket. Within the framework of the roadshow »Connected Mobility«, Messe Frankfurt gathers national and international automakers, suppliers, first movers in digital business, and start-ups in Shanghai to discuss growth potential in the field of connected cars.**



# directions



## Car Directions:

You have the opportunity to use the car park »Rebstock«. From there you can take a shuttle service directly to the fairground.

## Public Transport:

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Messe



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Festhalle/Messe



## Forum der Messe Frankfurt · Saal Panorama

Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

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