

Time*	Topic	Titel	Presenter
October 13			
13:55 - 14:00		Welcome and Introduction	WEKA
14:00 - 14:30	Standardization	SerDes Standardization in the Automotive Industry	Dr. Kirsten Matheus, BMW
14:30 - 15:00	Technologies	Proof-of-Concept for an ASA Transceiver Implementation	Conrad Zerna, Fraunhofer
15:00 - 15:30	Technologies	MIPI A-PHY: Considerations in Developing a Resilient Asymmetric Data Transport for the Vehicle Lifespan	Eyran Lida, Valens
15:30 - 15:45	Break	Networking Roulette	
15:45 - 16:15	Channel	Deep Dive into one of the Most Asked Questions - Single-ended or Differential?	Harsh Patel, Molex
16:15 - 16:45	Channel	Future-proof, Miniaturized and Robust Connectivity Solutions for High-speed SerDes Channels Including Component Implications	Jens Wuelfing; Christian Von Vangerow, TE
16:45 - 17:00	Break	Networking Roulette	
17:00 - 17:15	Testing	Challenges and Solutions in Receiver Testing for Automotive Wired Communications	Julien Henaut, Bitifeye
17:15 - 17:30	Testing	Testing Challenges with Autonomous Driving - A Look at the RAW Facts	Jeff Warra, Intrepid
17:30 - 17:45	Testing	Benefits and Challenges of Automotive SerDes Interfaces for Validation and Testing	Dr. Gregor Sievers, dSpace

Time*	Topic	Titel	Presenter
October 14			
13:55 - 14:00		Welcome and Introduction	WEKA
14:00 - 14:30	Eco System	Connecting the Blocks: An End-to-End System for ADAS and IVI Applications	Ariel Lasry, Toshiba
14:30 - 15:00	Architecture	The Role of SerDes Links in Future Automotive E/E Architectures	Stefan Brunner, Continental
15:00 - 15:30	Architecture	Zonal or Domain based, how ASA SerDes Enables Efficient Evolutions for Future E/E Architectures	Jochen Schyma, NXP
15:30 - 15:45	Break	Networking Roulette	
15:45 - 16:15	Application	Market Trends and Requirements for Remote Automotive Display Applications	Nobutaka Yamagishi ; Markus Mierse , Socionext
16:15 - 16:45	Application	Integrating Serializer into Imager - Key Benefits and Challenges	Yuichi Motohashi, Sony
16:45 - 17:15	Security	Automotive Security Challenges and the Automotive SerDes Alliance Solution	Lars Völker, Technica Engineering
17:15 - 17:30	Break	Networking Roulette	
17:30 - 17:45	Testing	Meeting the Challenges of ESD/EOS Protection on Automotive High-Speed Interfaces	Bill Russell, Semtech
17:45 - 18:00	Testing	Automotive SERDES component and system level Test methodology	Darshan Mehta, Tektronix