



KEYNOTE Speaker of ESREF 2016

Monday, September 19, 2016 - 13:00-15:20 Session 1: Opening Session



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"Automotive Electronics Roadmap and the Wish List on Electronics"

Piloted driving, always connected, artificial intelligence and digitization are necessary ingredients for the mobility of tomorrow. The automotive industry, its applications, use cases and customer expectations are changing at a progressively faster speed. Already more than 80% of all automotive innovations are directly or indirectly enabled by semiconductors. How to resolve the conflicts between the latest semiconductor technologies and the stringent automotive quality and reliability requirements? How to solve the future automotive challenges towards autonomous driving and an always-on 24/7 operation? How to ensure a mission critical robustness?

The presentation will deduce a roadmap and a wish list on tomorrow's automotive electronics from the new challenges.
