



CESA 3.0

CONGRESS ON AUTOMOTIVE ELECTRONIC SYSTEMS

December 3 & 4, 2014

Paris | Beffroi de Montrouge, France

PROGRAMME







WELCOME



“We’re counting on you all to make CESA 2014 again an important social and business event”

CESA is the most important automotive electronics conference in France.

After the huge success of CESA in 2010 and 2012, we are holding the third CESA conference on 3rd and 4th December, 2014 in Paris.

The aim of CESA is to bring people from different backgrounds together to talk about today’s automotive electronics as well as what the future holds in terms of technologies. We will look beyond the geographical horizon on our export markets and beyond the automotive technological horizon on connected and automated driving.

The discussions and paper presentations shall allow the industry leaders to understand the opportunities that lay in the evolution of technologies in the automotive and in the consumer world.

Dr. Jochen LANGHEIM
Chairman (STMicroelectronics)



COMMITTEES

ORGANISING COMMITTEE

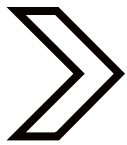
Ignacio Alvarez | Faurecia
Henri Belda | Vector
Franck Cazenave | Robert Bosch
Igor Demay | PSA Peugeot Citroën
Eric Dequi | PSA Peugeot Citroën
Dominique Doucet | Valeo
Jean-Laurent Franchineau | VeDeCoM
Pierre-Yves Geels | AVL - LMM
Anne Guillaume | Le Lab
El Khamis Kadiri | PSA Peugeot Citroën
Dominique Lenoir | Renault
Gérard Maniez | Freescale
Jérôme Perrin | Renault
Pascal Ribot | STMicroelectronics
Daniel Richard | Valeo
Thierry Seynaeve | ESG
Andy Toulemonde | Infineon
Michel Valette | Elmos
Louis-Claude Vrignaud | Continental
Gilles Zeppa | Delphi

ADVISORY COMMITTEE

Rémi Bastien | Renault
Guillaume Devauchelle | Valeo
Jean-Marc Finot | PSA Peugeot Citroën
Jean-Luc Maté | Continental
Bernard Million-Rousseau | PFA
Wolfgang Runge | Baden-Baden Conference
Thierry Tingaud | STMicroelectronics

CONTACT

Pauline SENIS, Events project manager – SIA
 79 rue Jean-Jacques Rousseau – 92158 Suresnes Cedex – France
 Tel: +33 (0)1 41 44 93 74 – pauline.senis@sia.fr



PROGRAMME

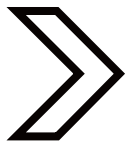
DECEMBER 3RD MORNING

Laurent MEILLAUD • Moderator of round table sessions

08:00	Attendees registration / Exhibition opening	
	PLENARY SESSION - KEYNOTE SPEECHES	
08:45	Welcome & Introduction Jochen LANGHEIM, Chairman of CESA 3.0 STMicroelectronics	
09:00	Major keynote speech #1 Bernard MILLION-ROUSSEAU, General manager Plateforme de la Filière Automobile (PFA)	
09:20	Major keynote speech #2 Takao ASAMI, Alliance Global Vice President Renault	
09:40	Major keynote speech #3 Ralf LENNINGER, Senior Vice President Interior Electronics Solutions Continental	
10:00	WORLDWIDE MARKET	
	<p>Speech #1 • Franck LEVEQUE Frost & Sullivan</p> <p>Speech #2 • Michael MEURER E-nova BMW</p>	<p>Round-table with: Wolfgang BERNHART Roland Berger Richard BISHOP Consultant Jean-Claude HANUS Mov'eo Franck LEVEQUE Frost & Sullivan Michael MEURER E-nova BMW</p>
11:15	Coffee break in the exhibition	
11:45	<p>TECHNICAL PROGRESS - ADAS</p> <p>Speech #1 • Alexandre CORJON Renault</p> <p>Speech #2 • Aranda BELEN Robert Bosch</p> <p>Round-table with: Aranda BELEN Robert Bosch Ching-Yao CHAN University of Berkeley Alexandre CORJON Renault Thierry LEHAY PSA Peugeot Citroën Patrice REILHAC Valeo Gérard YAHIAOUI Nexyad</p>	<p>CONNECTED CAR AND ACCEPTANCE Session chair: Jean-Luc MATE Continental</p> <p>Automotive Security Testing - The digital Crash Test M. WOLF EsCrypt</p> <p>Accelerated and cost effective deployment of V2X solution O. HARAN Autotalks</p> <p>Connecting the dots towards Automated Driving R. HOLVE Elektrobit Automotive</p> <p>A Connected Vehicle – a Safe Bet! M. GERAETS NXP</p>

DECEMBER 3RD AFTERNOON

13:00	Cocktail in the exhibition	
14:30	NEW USAGE OF CARS WITH MORE AUTOMATION	TECHNICAL PROGRESS - ADAS Session chair: Guillaume DEVAUCHELLE Valeo
	<p>Speech #1 • Me Yvon MARTINET Lawyer Me Raphaëlle HENNEKINNE Lawyer</p> <p>Speech #2 • Jean-François SENCERIN Renault</p> <p>Round-table with: Manuel CHAUFREIN Easymile Jean-Laurent FRANCHINEAU VeDeCoM Laurent HECQUET Automobilité & Avenir Pascal JEAN The Shift Project Me Yvon MARTINET Lawyer Jean-Francois SENCERIN Renault</p>	<p>First monolithic processor for forward looking camera for A and B segment D. NUGRAHA, A. ROGER Infineon</p> <p>Model-Based Design framework for the development and system-level testing ADAS A. KIM, V. LEUNG, T. OTANI The MathWorks</p> <p>Basis autonomous driving functionality “economic cruise control” based on series sensors J. MATHES Valeo K. SCHULZE IAV</p> <p>Standardisation of Generic Architecture for Autonomous Driving: a Reality Check C. GUETTIER, J. YELLOZ Sagem B. BRADÁI, P. RESENDE Valeo</p>
15:45	Coffee break in the exhibition	
16:15	CONNECTED CAR AND ACCEPTANCE	NEW USAGE OF CARS WITH MORE AUTOMATION Session chair: Rémi BASTIEN Renault
	<p>Speech #1 • Peter VICK Jaguar Land Rover</p> <p>Speech #2 • El Khamis KADIRI PSA Peugeot Citroën</p> <p>Round-table with: Philippe GICQUEL PSA Peugeot Citroën Onn HARAN Autotalks Reiner HOLVE Elektrobot El Khamis KADIRI PSA Peugeot Citroën Eric RIYHAI Parrot Edward SIMONET Oberthur Peter VICK Jaguar Land Rover</p>	<p>A.I. in automotive. Why and when? A. DUPUIS, J. VAGNET Genymobile</p> <p>User experience of Dynamic Carpooling : which conditions to encourage drivers and passengers? L. CRENO VeDeCoM/Telecom ParisTech</p> <p>Cooperative - Collision Warning Application for proving ground safety assistance A. ARRUE, C. BUSTAMANATE, V. PASCUAL, L. GARIA-SOL Applus Idiada</p> <p>Autonomous driving by Renault - valet parking and well-being on board – two development projects F. MATHIS, F. CHAUXEAU Renault</p>
PLENARY SESSION - KEYNOTE SPEECHES		
17:40	Major keynote speech #1 Christian SOBOTTKA, Executive Vice President Sales / Marketing Robert Bosch	
18:00	Major keynote speech #2 Jean-François TARABBIA, Group R&D and Product Marketing Senior Vice-President Valeo	
18:20	Major keynote speech #3 Detlef WEIGEL German Embassy	
19:00	Cocktail-dinner in the exhibition	



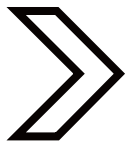
PROGRAMME

DECEMBER 4TH MORNING

08:00	Conference venue & Exhibition opening	
	PLENARY SESSION - KEYNOTE SPEECHES	
08:30	Major keynote speech #1 Jean-François SALESSY, Vice President, Head of Electrical and Electronic Systems Division PSA Peugeot Citroën	
08:50	Major keynote speech #2 Ralf HERRTWICH, Director Advanced Engineering and Group Research / Driver Assistance and Chassis Systems Daimler	
09:15	CO₂ REDUCTION, HYBRIDIZATION, REGULATION Speech #1 • Peter SCHOEGEL AVL Speech #2 • Lionel SAINSAULIEU Valeo Round-table with: Franck CAZENAVE Robert Bosch Edmund ERICH Delphi Guillaume EURIN Renault Nicolas LECLERE PSA Peugeot Citroën Patrick LETEINTURIER Infineon Lionel SAINSAULIEU Valeo Peter SCHOEGEL AVL	STANDARDS, TEST, VALIDATION Session chair: Joël VALMAIN Sécurité routière Challenges and Approaches for Testing of Highly Automated Vehicles H-P. SCHÖNER Daimler Generic simulation and validation approach for various kinds of ADAS systems A. KLESS Vector Informatik Methodology to assess and validate the dependability of an Advanced Driver Assistance System (ADAS) like Automatic Emergency Braking system (AEBS) V. ABADIE, S. GERONIMI PSA Peugeot Citroën Methodology for ADAS Validation: Potential Contribution of other Scientific Fields which have already answered the Same Questions P. DA SILVA DIAS, G. YAHIAOUI Nexyad
10:30	Coffee break in the exhibition	
11:00	HUMAN FACTORS IN MODERN CARS Speech #1 • Damien DAVENNE Université de Caen Speech #2 • Yannik HASELVANDER Continental Round-table with: Xavier CHALANDON Renault Damien DAVENNE Université de Caen Andreas DEUBZER Visteon Anne GUILLAUME Le Lab Renault – PSA Yannik HASELVANDER Continental Sylvain HOURLIER Thalès Patricia JONVILLE VeDeCoM Hélène TATTEGRAIN IFSTTAR	CO₂ REDUCTION, HYBRIDIZATION, REGULATION Session chair: Jean-Marc FINOT - PSA Peugeot Citroën Voltage Classes for Electric Mobility E. ERICH Delphi A Green Light Optimal Speed Advisory for reduced CO₂ emissions B. BRADAÏ, A. GARNAULT, P. GOUGEON, V. PICRON Valeo AVL upgrade-E: A predictive energymanagement for maximum e-range A. ANGERMAIER, A. ENGSTLE, A. ZINKI AVL Software Highly efficiency electrical recuperation system B. BOUCLY, H. PERSEVAL PSA Peugeot Citroën
12:15	STANDARDS, TEST, VALIDATION Speech #1 • Alain COSTES AFNOR Speech #2 • Joël VALMAIN French Road Safety Representative Round-table with: Alain COSTES AFNOR Igor DEMAY PSA Peugeot Citroën / ISO TC22 Christof EBERT Vector Jörg KLAUCK ESG Guido SANDMANN The Mathworks Hans-Peter SCHÖNER Daimler Joël VALMAIN French Road Safety Representative	KEY TECHNOLOGIES FOR MODERN CARS Session chair: Guy MAUGIS - Robert Bosch France Semiconductor development - application of experience gained in consumer electronics for automated driving S. LEHMANN Freescale CeraLink™: New high current - high voltage ceramic power capacitors J. KONRAD EPCOS Next Generation Smart Sensing A. NEBELING, T. RAAB, B. RIX Elmos semiconductor Trends in Smart Power technologies for Automotive Applications C. DIAZZI STMicroelectronics

DECEMBER 4TH AFTERNOON

13:30	Cocktail in the exhibition	
14:30	KEY TECHNOLOGIES FOR MODERN CARS	HUMAN FACTORS IN MODERN CARS Session chair: Anne GUILLAUME Le Lab Renault-PSA
	<p>Speech #1 • Fabio MARCHIO STMicroelectronics</p> <p>Speech #2 • Georg KUEGERL EPCOS</p> <p>Round-table with: Georg KUEGERL EPCOS Carlos LEE EPIC Christophe LUCIANI ENMECH Laurent MALIER CEA Leti Fabio MARCHIO STMicroelectronics Anton MINDL Elmos</p>	<p>Changes in driver behavior subsequent to transition of control in a highly automated driving at low speed E. DOGAN VeDeCoM V. HONNET, S. MASFRAND PSA Peugeot Citroën A. GUILLAUME Le Lab Renault – PSA</p> <p>The Smart Connected Seat to enable real Life on Board vehicle proposition - Renault NEXT TWO Connected Seat show case I. ALVAREZ, G. MILLET Faurecia F. MATHIS Renault</p> <p>High customer acceptance through functional integration in HMI systems N. STARKE Proof Technologies</p> <p>Introducing user-in-the-loop quantitative testing into automotive HMI development process T. BOUQUIER ESG</p>
	PLENARY SESSION - KEYNOTE SPEECHES	
	15:45	Major keynote speech #1 Eric JOURDE, General Manager FIEEC
16:00	Major keynote speech #2 Carlos MORENO, Scientific Advisor to the Chief Executive Officer of Cofely Ineo GDF SUEZ	
16:30	Closing speech Jochen LANGHEIM, Chairman of CESA 3.0 & Wolfgang RUNGE, Chairman of Baden-Baden Conference	
16:40	End of Conference	



WELCOME TO students!

As usual, one of the first purposes of SIA is to make automotive industry attractive for young people and students. That's why we invite them to attend the congress and meet the experts and the companies that will be glad to share their knowledge and display their new technologies.



STUDENTS FORUM: 0 € IF YOU SEND YOUR CV!

» On Thursday 4th of December afternoon: the companies of the exhibition will welcome you in their booth to discuss about the automotive industry careers and your expectations. You will be able to meet experts in electronics who will tell you how their jobs look like. Your CV will be given to our partner companies before the Students Forum, some of them are looking for interns.

With the support of the Ecole Centrale d'Electronique



FULL CONGRESS: 48 € (FOR SIA MEMBERS ONLY)

» You will attend the full congress during two days: all the presentations, exhibition and breaks (evening cocktail is not included)

CONTACT & REGISTRATION

Marie-Claude BURAUX – SIA

79 rue Jean-Jacques Rousseau – 92158 Suresnes Cedex – France

Tel: +33 (0)1 41 44 93 72 – marie-claude.buraux@sia.fr



EXHIBITION & SPONSORING

07



Thanks to our sponsors and exhibitors

Join the companies which have already booked a booth!

	Standard	Bronze	Silver	Gold	Platinum
RATES (exc. VAT)	3 800 €	6 800 €	9 800 €	12 800 €	15 800 €
Fitted-out booth	9 sqm	12 sqm	18 sqm	24 sqm	33 sqm
Included invitations	2	2	4	6	10
Logo on all congress materials (book of conference, CD...)		X	X	X	X
10 lines about your company on the congress website (www.sia.fr)		X	X	X	X
Ad in the book of conference		Half page	Half page	Full page	Full page
Corporate banner in e-mailing campaign				X	X
Company leaflet or goodies enclosed in the conference bag					X
Announcement as major sponsor					X
Preferential placement in the exhibition area					X
Discount on extra badges*	-0%	-10%	-20%	-30%	-50%
Extra space	600 € per square meter				

*As small firms and labos enjoy a lower rate, they can't benefit from this extra discount

ADVERTISING

Do not miss the opportunity to advertise in the congress documents: a portal to leading decision-makers in the automotive industry.

Rates exc. VAT	Back cover	Inside	Inside front cover	Inside back cover
Book of conference (Distributed to all attendees)	1 300 €	950 €	-	1 100 €
Insertion of company booklet in the conference bags	1 000 €			
Cords and Badges with your logo	- SOLD -			
Conference bag with your logo	600 €			

CONTACT

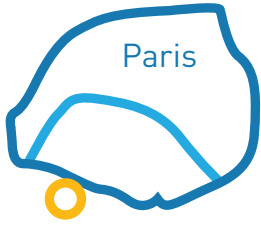
Pauline SENIS, Events project manager – SIA

79 rue Jean-Jacques Rousseau – 92158 Suresnes Cedex – France

Tel: +33 (0)1 41 44 93 74 – pauline.senis@sia.fr



VENUE BEFFROI DE MONTROUGE



Montrouge

ACCESS

Beffroi de Montrouge

2 Place Emile Cresp
Montrouge, France

HOTEL ACCOMMODATION

List of the most convenient hotels located close to the "Beffroi de Montrouge" on www.sia.fr

Get a special rate with our partner ACCOR



Stop at "Mairie de Montrouge"

Parking at Place Emile Cresp

50' from Roissy - Charles de Gaulle airport by train
40' from Orly airport by train





REGISTRATION FORM

REGISTER DIRECTLY
ON LINE: www.sia.fr

Conference "CESA 3.0, Congress on Automotive Electronic Systems" - December 3 & 4, 2014
Ref: 2014-06

PLEASE COMPLETE AND RETURN THIS FORM TO:

SIA - 79, rue Jean-Jacques Rousseau - F-92158 Suresnes Cedex • Tel: +33 (0)1 41 44 93 70 - Fax: +33 (0)1 41 44 93 79
or by e-mail to pauline.senis@sia.fr

Please use BLOCK CAPITALS

M^{rs} M^s M^r D^r Dipl-Ing

Family Name: _____ First Name: _____

Company: _____ Department: _____

Position: _____

Address: _____

Postcode: _____ City: _____ Country: _____

Tel: _____ Fax: _____

Email: _____

VAT number: _____

Registration fees

- 1044 € VAT Incl.** (870 € VAT Excl.) - SIA Members
- 1176 € VAT Incl.** (980 € VAT Excl.) - Non Members
- 594 € VAT Incl.** (495 € VAT Excl.) - Co-authors, Researchers*, Labs* and Small Firms* (< 100 employees)
- 108 € VAT Incl.** (90 € VAT Excl.) - Speakers and Committee members
- Students:** register online www.sia.fr

Preferential rates for students, retired people and groups • For further information, contact pauline.senis@sia.fr

**Small firms, Researchers and laboratories must not come under the control of big firms (> 100 employees).*

Payment (Please precise the invoice address)

- By check in Euros** made payable to: "Société des Ingénieurs de l'Automobile"
- By bank transfer in Euros** made payable to: "Société des Ingénieurs de l'Automobile" (please enclose a copy)
IBAN: FR76 30003 03290 00020040139 58 - BIC - Adresse SWIFT: SOGEFRPP

Please, precise your company name and reference: 2014-06 CESA

- By credit card:** American Express Diners Visa Eurocard Mastercard

I hereby authorise the organisers to charge my credit card to the amount of _____ €

On my Card n°: _____ Expiration date: _____ / _____

3 or 4 digit CVV or CVC number (on back or front of credit card): _____

Cardholder's name: _____

Date and signature: _____

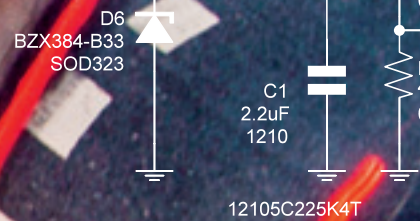
Company stamp: _____

REGISTRATION CONDITIONS

- Registration fees include participation in the conference, proceedings, refreshment breaks, lunches and cocktail.
- Where it is not possible to send the payment together with the form, each registration should be accompanied by an official purchase order. Failing reception of an official purchase order or payment on the day of the congress, we regret that you will not be allowed entry to the congress.
- When we have received the registration form, we will send you a confirmation message and an invoice. Please indicate the accounts department address where necessary.
- In case of cancellation before November 3rd 2014, 30% of the registration fees will be retained by the organisers. After this date, the entire registration fee will be retained. Registered participants not able to attend may nominate a substitute. Written notice must be provided.

SMARTER SENSORS FOR SMARTER VEHICLES

EVERY CONNECTION COUNTS



GND
PIN2

Out
KL87
PIN5

Contact-free sensors by TE Connectivity offer rugged, durable, and precise measurement of position and speed. Our specialists have pioneered new sensor applications by working closely with engineers throughout the transportation industry worldwide. The combination of application knowledge, operational excellence, and global footprint creates unique solutions for high precision and reliability requirements.

Connect with us at www.te.com/transportationsensors

TE Connectivity

France +33(0)1 34 20 88 88

www.te.com



TE Connectivity, TE, TE connectivity (logo) and EVERY CONNECTION COUNTS are trademarks.

TE's only obligations are those stated in TE's General Terms and Conditions of Business (<http://www.te.com/aboutus/tandc.asp>). TE expressly disclaims any implied warranty regarding the information contained herein, including, but not limited to, the implied warranties of merchantability or fitness for a particular purpose.