

Automotive Electronics & AMT Forum 2014

March 19, 2014 (Wednesday)

Shanghai, China

Concurrent Exhibition: Electronica China LASER World of PHOTONICS CHINA (March 18-20, 2014)

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Brief introduction

ee.ofweek.com is the leading and professional electronics industry portal in China. Based on the advantageous resources and professional team of Chinese high-tech platform OFweek, it has become the most authoritative network platform in electronics field. ee.ofweek.com focuses on the latest development of market dynamics and cutting-edge technologies, and provides prospective news and latest business information for users.

The global automotive electronics is moving towards a direction of industry scale expansion, diversification, subdivision, energy saving and environmental protection. Automotive electronics vendors have made a lot of technology innovations at an unprecedented speed and in a larger range. For example, automobile body control, automotive power, in-vehicle entertainment system, in-vehicle GPS, aided driving, safety system and other technologies have been fast developed. All these technologies cover a large range of fields with a high degree of professionalism and a fast upgrading, which requires the relevant industry to master the market and technology in a more precise and timely way.

In the meantime, laser processing, industrial robot, digital control, automatic detection, signal identification and other advanced manufacturing technologies have also been widely used in the automobile field, which boosts the development of automobile manufacturing industry.

So, what is the current status and upcoming development trends of automotive electronics and advanced manufacturing technology industry? What new technologies and applications will make a greater breakthrough? And what impact will it have on the development of the industry? All these questions will be discussed at the OFweek Automotive Electronics & AMT Forum 2014. A lot of police-makers, authoritative experts, enterprise leaders and senior engineers will also be invited to the forum.

OFweek Automotive Electronics & AMT Forum 2014 will be held on March 19, 2014 in Shanghai, China. It is free of charge, and we welcome you to register and attend the forum. At that time, you can closely get in touch with the advanced technologies and encounter a lot of authoritative experts. So you can know more about the latest development trend, which will help you seize the business opportunities easily.

Key issue

Preview on automotive electronics market and application

- Policy interpretation and development prospect of new energy automobile
- Application direction of Internet of Vehicles and ITS
- The application of Vehicle Navigation technology and Beidou
- Explore on Vehicle Intelligence
- Application of AUTOSAR standard

Automotive electronic technology innovation

- Advanced power assemble and chassis electronic control system (AMT, ABS, ESP, SBW, etc.)
- Electronic Control Technology of Automobile body (manless driving, active anti-crash, automatic seats and air conditioner, remote control central lock and anti-theft, automobile data recorder, driver safety support, night vision system, headlight intelligent control, etc.)
- Internet of Vehicles and In-vehicle electronic information system (multimode navigation, short-haul communication, gateway integration, multimedia display, etc.)
- Vehicle bus network and embedded system (FlexRay, MOST, etc.)
- Key components including Vehicle chip, sensor, actuator, etc.
- Modular technology of automotive electronic power and management
- Management technology of in-vehicle battery pack for electric automobile
- Automotive electronic test, system check and diagnose

Advanced vehicle manufacturing technology

- The Application of Laser processing technology in automobile production
- The Application of the Industrial robots technology in automobile production
- The Application of Advanced manufacture equipment in automobile production
- Exploration of the cooperation between automotive electronics company and automobile manufacturer

Highlights

- ★ Selected special topics about the cutting-edge technologies of automotive electronics, the hot-spots and difficulties in the industry will be discussed which will push the development of the industry
- ★ Discussing the advanced development of automotive electronics industry and grasping the latest dynamics and development trends of technology and market.
- ★ Application and sharing of successful cases about laser processing, robot, automation, digitization and other advanced manufacturing technologies, keeping pace with the latest technology throughout the world.
- ★ Gathering more than 300 excellent persons in automotive electronics industry, including those from world-famous enterprises or senior experts in the industry, and thus build a friendly relationship in the industry.
- ★ Guidance for the perplexed with top experts face to face



Some attending enterprises



第一汽车



DFM



Mercedes-Benz



DELPHI



KUKA

ABB

TRUMPF



Schedule

Wednesday, March 19, 2014

Part I	Opening ceremony
13:30-14:00	Signing in, getting the information pack and social activities or demonstrations
14:00-14:10	Opening, speech and introduction of the seminar
Part II	Topic one: Automotive electronics
14:10-16:40	<p>Preview on automotive electronics market and application</p> <p>Policy interpretation and development prospect of new energy automobile Application direction of Internet of Vehicles and ITS The application of Vehicle Navigation technology and Beidou Explore on Vehicle intelligence Application of AUTOSAR standard</p> <p>Technology innovation</p> <p>Advanced power assemble and chassis electronic control system(AMT,ABS, ESP,SBW,etc.)</p> <p>Electronic Control Technology of Automobile body(manless driving, active anti-crash, automatic seats and air conditioner, remote control central lock and anti-theft, automobile data recorder,driver safety support, night vision system, headlight intelligent control,etc.)</p> <p>Internet of Vehicles and in-vehicle electronic information system(multimode navigation, short-haul communication, gateway integration, multimedia display, etc.)</p> <p>Vehicle bus network and embedded system(FlexRay, MOST, etc.)</p> <p>Key components including Vehicle chip, sensor, actuator, etc.</p> <p>Modular technology of automotive electronic power and management</p> <p>Management technology of in-vehicle battery pack for electric automobile</p> <p>Automotive electronic test, system check and diagnose</p>
16:40-16:50	Q&A
	Topic two:Advanced vehicle manufacturing technology
16:50-18:10	<p>The Application of Laser processing technology in automobile production</p> <p>The Application of Industrial robots technology in automobile production</p> <p>The Application of Advanced manufacture equipment in automobile production</p> <p>Exploration of the cooperation between automotive electronics company and automobile manufacturer</p>
18:10-18:20	Q&A
Part III	Interaction and the seminar ended
18:20-18:30	Interacting with each other, receiving gifts and the forum ended

Note: Chinese or English will be used in the seminar, and no simultaneous interpretation service is offered (a bilingual presentation PPT is preferred). The detailed schedule will be presented in February, 2014, please look forward to it.

Target Audience

- ★ Technical engineers, R&D managers, product managers and top management from enterprises which are professionally engaged in R&D, designing and manufacturing automobile electronics;
- ★ Technical engineers and top management in R&D or design departments of automotive electronics system integrators and software developers;
- ★ Technical engineers, purchasing staff, top management from enterprises which manufacture or sell vehicles, auto parts, or provide after-sales service;
- ★ Device manufacturers and providers which involve laser processing, industrial robot, digitizing device, automatic detection, signal identification and some other advanced technology;
- ★ Experts, researchers, students from related research institutes, colleges and universities;
- ★ Researchers and related employees from organizations which involve industrial research, investment, finance, stock;
- ★ Professional and public media, network media, etc.

Contributions welcomed

ee.ofweek.com will publish the Proceedings of OFweek Automotive Electronics & AMT Forum 2014, which includes excellent articles ever published in the website and contributions from the experts. It is estimated that the printing copies will be 3,000. It will be sent to all the audiences at the seminar and professional audiences at the Electronica China for free. In order to enrich the contents, your contributions are greatly welcomed. They include but are not limited to the following aspects, such as technical articles, market analysis articles, product applications, customer experiences after using the product, case study (better to be written by you and your customer), product introduction or scheme introduction, etc. Your contributions will also be published at the technology column of ee.ofweek.com and bbs.ofweek.com. Proceedings of OFweek Automotive Electronics & AMT Forum 2014 will provide great advertising opportunities for you, please inquire and contribute to the following email address: zhangxuantao@ofweek.com.



Speech Material Submission

- 1、The title of the Chinese-English speech, introduction and photo of the speaker, and a 250-character abstract of the speech should be submitted. The deadline is January 20, 2014.
- 2、The deadline for PPT submission is February 20, 2014.

Seminar Registration, Sponsorship and Contacts

- 1、The seminar is free to OFweek registered members, and the deadline for registering on the Internet seminar is March 19, 2014. All the audience attending in the whole process can get the seminar material for free and also have opportunities to receive a delicate gift!
- 2、A variety of sponsorship solutions can satisfy your different marketing promotion requirements. Please contact us for sponsorship solutions!

Contacts for Ads and Sponsorship

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