

## Autonomous Driving 2014 - The Future of ADAS

Strategic Roadmap – From ADAS to Highly Automated Driving | New Systems and Technologies for Automated Driving | HMI Consideration for Autonomous Driving  
**February 27 – 28, 2014 | RAMADA Hotel | Berlin | Germany**

*“An exceptional conference - we.CONECT is the perfect name! No other automotive conference allows you to connect with all your peers at such deep level.”*  
**Michael Greenish, Immersion Corporation, USA**

The automotive industry has been working intensively on autonomous driving technologies for the past years with a major success. Therefore we.CONECT primarily invites more than 120+ senior level executives and leading professionals to the [Autonomous Driving 2014](#) conference to discuss the pressing challenges and solutions, technologies, trends and best practice innovations in the field of autonomous driving systems and driving scenarios. The conference takes place in the RAMADA Hotel in the heart of Berlin from **February 27 – 28, 2014**.

### Main Topics of the Autonomous Driving 2014

- **Autonomous Driving – the Future of ADAS?**
- **Strategic Roadmap – From ADAS to Highly Automated Driving**
- **New Systems and Technologies for Automated Driving**
- **HMI Consideration for Autonomous Driving**

### Top Speakers and Moderators

#### **Emilio Frazzoli, Professor, Massachusetts Institute of Technology (MIT) / USA**

Mr. Frazzoli leads an Icebreaker Session before the actual start of the conference on how autonomous vehicle will influence future mobility. His Case Study at the first conference day will focus on autonomy and the future of urban mobility. ► [Read more](#)



#### **Bryant Walker Smith, Resident Fellow, Stanford Law School / USA**

In a new way of presenting, Mr. Walker Smith will discuss in a *Legal Tutorial* whether lawsuits will kill the autonomous car or not. ► [Read more](#)

#### **Dr. Sven Beiker, Executive Director, Center for Automotive Research Stanford University / USA**

Mr. Beiker will welcome the participants by moderating a Keynote at the beginning of the first conference day: *Automated Driving – Sooner than you might think, and different than you might expect*. ► [Read more](#)





# Autonomous DRIVING 2014

The Future of ADAS

FEBRUARY 27 – 28, 2014  
RAMADA HOTEL  
BERLIN-ALEXANDERPLATZ, GERMANY

we.CONECT  
GLOBAL LEADERS

BOOK NOW >>

We  Automotive

## we.CONECT's New Conference Concept

Break the ice before the actual start of the conference by joining the essential [Icebreaker Session](#). On the eve of the first conference day, the Icebreaker Session provides a first opportunity to network, benchmark and discuss while enabling participants to get to know each other in a relaxed atmosphere.

## Highly Interactive Sessions and Professional Case Studies

Listen to **Case Studies** from leading companies in the field of autonomous driving, such as Audi Electronics Venture GmbH, BMW AG, Continental Corporation, Daimler AG, Frost & Sullivan, General Motors Research & Development, Mercedes-Benz, Renault, Robert Bosch GmbH, Volvo Car and [many more](#)...

## Challenge Your Peers Roundtables

Delegates get the opportunity to describe and discuss their specific issues, approaches and solutions regarding the conference topic during the [Challenge Your Peers Session](#), as we.CONECT depicts in advance the most important issues the participants face to discuss collectively.

## World Café Sessions

During the [World Café Sessions](#) in the morning of the second day, participants may discuss and share ideas on issues like "Defining the Roadmap towards Fully Autonomous Driving", "HMI Requirements for Autonomous Vehicles", "Aiming at Compatibility of Safety and Efficiency of Road Traffic" and "User Experience in Vehicles: What is the Impact of Autonomous Driving on driving Behaviour and driving Experience?".

*"For the first time, there's an all-around event covering a great start-off during the icebreaker session, stimulating topics with value and extracurricular events after the conference!"*

**Marco Bechis, Fiat Group Automobiles, Italy**

Gain valuable insights into our conference concept and watch the [Automotive Series Video](#).

Become a part of our [LinkedIn Community](#), the [Automotive Professional Minds](#) and follow our [AutoworldCONNECT](#) Group on twitter.

**We look forward to welcoming you in February in Berlin**

Your we.CONECT team

### Contact

Serina Gummert

Digital Marketing Manager

Phone: +49 (0)30 52 10 70 3 - 83 | Fax: +49 (0)30 52 10 70 3 - 30

Email: [serina.gummert@we-conect.com](mailto:serina.gummert@we-conect.com)

[www.we-conect.com](http://www.we-conect.com)



we.CONECT  
GLOBAL LEADERS