

ASAM standards worldwide

ASAM in the regions



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ASAM in North America

Report

Established real presence in NA for ASAM

- All existing members renewed even ones that were about to abandon
- Held 7 meetups throughout the year in CA and MI
- Helde the NA Regional Meeting
- Increased brand awareness and working group participation around ASAM SOVD

Exciting year ahead

- Joint event with Aptiv in April
- Two meetups held in 2026 so far
- Focusing on attracting new members and increasing engagement with existing members



ASAM in South Korea

What we work for

- **Role of iVH in ASAM (South Korea)**

iVH serves as the official ASAM partner representing South Korea, responsible for promoting ASAM standards, coordinating regional activities, and building the local ASAM ecosystem.

1. Communication with OEM, SME, Institute

- Holding Regular meeting
- Obtaining feedbacks from the OEMs Comments and intention to participate ASAM activities

2. Distribute ASAM Standards

- Training ASAM Standards
- Seminar
- Events
 - ASAM Regional Meeting
 - 각종 전시회

3. Study Group

- Open-X study group
- Make a expert engineering





ASAM in South Korea

Achievement in 2025 : Events

ASAM Regional Meeting South Korea

- **Date : November 27–28, 2025**
- **Venue: ICC in Jeju**
- **Objective: Expand awareness of ASAM standards in Korea**
- **Engage Korean OEMs, Tier-1 suppliers, research institutes, and solution providers**
- **Strengthen Korea's participation in ASAM standardization activities**



< ASAM Regional Meeting - Video >



ASAM in South Korea

Achievement in 2025 : ASAM OpenDRIVE Study Group

Activity Summary (South Korea)

Activities are coordinated under the ASAM South Korea regional framework, represented by iVH.

Main Objectives

- Support understanding and discussion of **ASAM OpenDRIVE within the Korean automotive and mobility ecosystem.**
- Promote alignment between ASAM OpenDRIVE and another research area in practical testing and simulation workflows

Research Topic

- Research on Vehicle Performance Evaluation Methods Using openDRIVE
- Research on Real-World Road Scanning-Based ASAM OpenDRIVE Generation Technology
- Participants: Hyundai Motors, KoROAD, KETI(Korea Electronics Technology Institute), Hanyang University, Jeonbuk National University, KIAPI(Korea Intelligent Automotive Parts Promotion Institute), Hexagon Korea



< openDRIVE Study Group Activity >

Project Period: 2025.10.01~2026.05.31



ASAM in South Korea

Report 2025

Training ASAM Standard

Between 2025 and 2026, a total of 11 ASAM standard training sessions

Course Name	Date	Number
ASAM OpenDRIVE Standard	2025.05.07	3
ASAM OpenDRIVE Standard	2025.09.04	6
ASAM OpenDRIVE Standard	2025.11.06	6
ASAM OpenSCENARIO XML Standard	2025.05.14	4
ASAM OpenSCENARIO XML Standard	2025.09.11	6
ASAM OpenSCENARIO XML Standard	2025.11.07	3
ASAM OpenX Standards Overview Training	2025.12.18	37
ASAM OpenDRIVE Standard	2026.01.07	6
ASAM OpenDRIVE Standard	2026.03.04	5
ASAM OpenSCENARIO XML Standard	2026.01.14	5
ASAM OpenSCENARIO XML Standard	2026.03.11	6

Seminar and Events

iVH participated in major domestic exhibitions and conferences and hosted the ASAM Regional Meeting South Korea to strengthen industry engagement and promote ASAM standards.

Event Name	Date
Korea Police World Expo 2025	2025.10.22 ~ 2025.10.25
Korea Electronics Show 2025	2025.10.21 ~ 2025.10.24
ASAM Regional Meeting South Korea	2025.11.27 ~ 2025.11.28
KSAE	2025.05.21 ~ 2025.05.24



ASAM in South Korea

Plan 2026

1. Objective

- Expand awareness and adoption of ASAM standards (ASAM OpenX, ASAM TestSpecification, ASAM SOVD, ASAM ODS, ASAM MDF)
- Strengthen standard planning based on the needs of the Korean industry
- Establish a sustainable operational framework for ASAM Korea

2. Key Activities in 2026

2.1 Community & Events

- Expand ASAM Korea Study Groups (ASAM SOVD / ASAM ODS / ASAM MDF)
- Join KSAE & IT Events

2.2 Membership Expansion

- Promoting ASAM membership to Korean OEMs, Tier-1 suppliers, tool vendors, and academia
- Supporting membership renewal and active engagement of existing members

2.3 Standard & Project Support

- Identifying standardization ideas from the Korean community and linking them to ASAM projects
- Supporting the organization of ASAM workshops and tutorials in Korea

2.4 Presence & Outreach

- Organizing ASAM sessions at domestic mobility, SDV, and simulation conferences
- Promoting ASAM standards through industry seminars, academic events, and online webinars

C-ASAM Status



- In 2025, C-ASAM relocated from Tianjin to Shanghai to better support Chinese members and international needs.



天津
Tianjin

Internationalization
strategy

上海
Shanghai




Tasks of C-ASAM :


- Promote the ASAM organization and ASAM standards in China
- Encourage Chinese companies to adopt ASAM standards
- Conduct ASAM standards training
- Manage ASAM China membership
- Promote the localization and internationalization of ASAM standards in China

Industry Collaboration and Influence Enhancement




- C-ASAM actively collaborates with authoritative industry organizations and partners in China, such as CASRI, C-ITS and CSF, to discuss the transformation and development mechanisms of group standards and international standards.
At the same time, actively participate in high-level international exhibitions and conferences.



ASAM  中汽中心 | 华东分中心
中汽研汽车科技(上海)有限公司

C-ASAM



NTSIBA
Innovation in Standards Systems

ITS China
Group Standard Development

CSF
Simulation Standard

SAECCE 2025 THE 32ND CHINA-SAE CONGRESS & EXHIBITION
第三十二届 中国汽车工程学会年会暨展览会

重庆 10.22-10.24
Chongqing 10.22-10.24

- ASAM Standards and Technology Showcase
- Technical Presentations
- Member Communication and Clarification
- On-site Company Exchange and Networking

C-ASAM Wechat Account



- The C-ASAM WeChat official account provides ASAM China members with an improved channel for accessing information, further enhancing the awareness and influence of ASAM standards in China.



 C-ASAM组织 

原创内容 333 

总用户数 4,403 



Published over **330** original articles on the official account;
Achieved over **150,000** views in total;
Reached over **4,400** followers;
Received thousands of saves/favorites.;

标准动态更新
Standard dynamic update

ASAM标准解读
ASAM Standard Interpretation

会员风采展示
Member Showcase

活动通知与资源分享
Event Notices & Resource Sharing



服务于所有关注ASAM标准的伙伴，欢迎关注与投稿!
Serving all partners interested in ASAM standards.
Welcome to follow and contribute!



ASAM SOVD 1.1 Standard Research Project

1. Standard Interpretation & Terminology Database Development (3-4 Months)

- Chinese-English Terminology Glossary
- Industry Commonality Research
- Supplementation of China-Specific Terminology

2. Enterprise Application Case Study Implementation (6-8 Months)

2.1 Application Scenario Analysis

- Pain Point Scanning of Domestic Autonomous Driving R&D Processes
- Diagnosis of Existing OEM/Tier1 Validation Systems

2.2 Localization Adaptation Solutions

- Standard Tailoring Guide (Applicable to Companies of Different Sizes)
- Typical Test Case Library (Chinese Application Scenarios)

2.3 Toolchain Adaptation Solutions

ASAM QSQ Research Project

- Defining a standardized, machine-readable data format for quality metrics
- Developing use-case-specific weighting of metrics
- Providing exemplary KPIs for frameworks and models
- Delivering a PoC to validate applicability
- Alignment with national standards

ASAM DMS / VOMS Concept



- A standardized Application Programming Interface (API) for VOMS
- A standardized VOMS-QA data model



ASAM in Japan

What we work for

Communication with Japanese OEMs

- Two regular communication channels
 - Meeting with window persons of the OEMs
 - Meeting with ODR/OSC interoperability forum

Providing ASAM standards for establishment of tool chain in 2025

- ASAM Quality Checker via ODR/OSC interoperability forum
- ASAM OpenMATERIAL 3D

Standardizing provider from idea

- Meeting with Japanese members
- Relations with Japanese community

Supporting ASAM standard project

1. To develop standardizing idea
2. To Assist describing project proposal such as use case and requirement

Business development

- To explain and to facilitate joining ASAM membership



Achievement in 2025

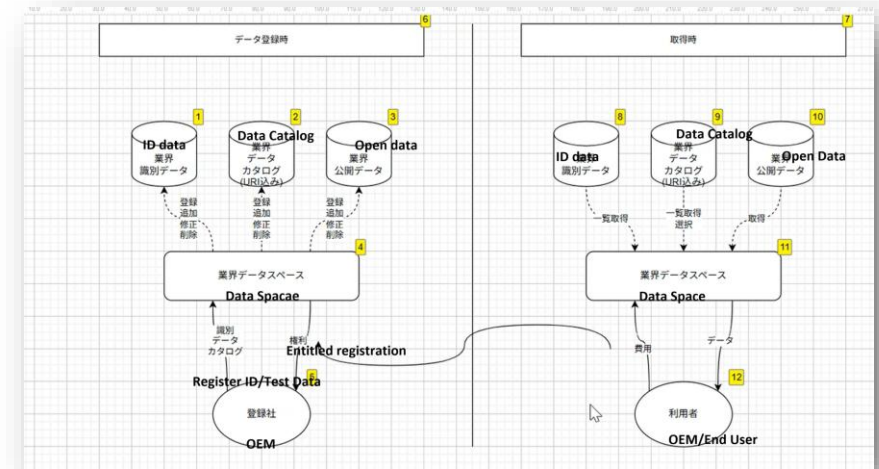
Fostering ASAM community

ASAM Data Technology Forum

- Successor of ASAM ODS Study group
- Investigation: How to improve data management
- The discussed topics:
to make an eco system for exchanging driving data on the road

ASAM ODR/OSC Interoperability Forum

- Consists of Japanese OEMs
SUBARU, Isuzu, Suzuki, Toyota and Mazda
- They share the topics around tool chain of ODR/OSC standards.
- Two high prioritized topics are under discussion.
- It is directly related to geometrical shape for sensor simulation.





Achievement in 2025

ASAM projects

ASAM OpenMATERIAL 3D V1.1.0

- Japanese market has a good impression for the standards
- A minor standard project has been started.


ASAM OSI for high-fidelity sensor simulation

- Motivation and suggestion were introduced in the regional meeting.
- Preparation of the standard project is done.

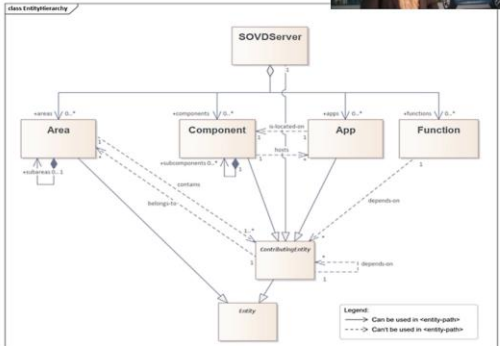
ASAM SOVD

- Japanese OEMs join in the project meeting, so that they can understand the standard.
- New video: ASAM SOVD introduction with Japanese subtitle


Basics overview – Architecture concept
ASAM SOVD – Basics



- HTTP REST based API for diagnostic of an SDV
- Data provided Entities and resources
- Usage of simple and complex data types
- Description of data with JSON
- Data on physical level
- Data uses SI units
- Decoupling from meta data



浮動小数点数、ブール値の単純なデータ型までサポートされます






Market trends in Japan

MITI's (Ministry of Land, Infrastructure, Transport and Tourism) expectation and target

Development methodology of ADV

- AI/ML-based ADV is getting popular than rule-based ADV.
- AI/ML-based ASV:
 - Difficult analyses of accident
 - Lower cost compared from rule-based one
 - On the market in 2027

Strong expectation for ADV service

- Mobility service is needed for countryside.
However, aged-person does not have a change to take self driving.
 - Driver of truck transportation is not enough for demand.
- Commercial ADV is solution for the needs.

Target as of 16th/January 2026

- 10,000 commercial ADV in 2030.
- The number is 2.5% of all commercial vehicle in Japan.





Plans for 2026

ASAM projects

ASAM OpenMATERIAL 3D 1.1.0

- Japanese members participate in meeting via remote.
- It would be possible to discuss with sensor professional persons.

ASAM OSI for high-fidelity sensor simulation

- Requirement of camera sensor is proposed by Japanese members.
- Once the concept project is done, it is widely informed to Japan region.

Preparation of ASAM standard projects

- The next version of ASAM SCDL with SCN-SG community:
A new standardized notation and its XML format are started for the new version.
- New standard for coverage test results with TASG community:
Example demonstration is planned for marketing.





Plans for 2026

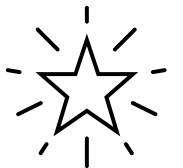
Challenge

Communication with new Japanese organization

- Continue to communicate with JAMBE, JAMA
- Startup companies around ADS

Understand and contact new Japanese community

- Safety assurance of AI/ML community
New idea of standard could be found.
- SDV systems community
They would work for ASAM SOVD.





ASAM in Japan regions

Thanks for your listening

It is not only Japanese member
and related to world-wide members.
Your participation is welcome!

