

ASAM

Regional Meeting North America

October 25, 2018
Novi, MI



Association for Standardization of
Automation and Measuring Systems

Agenda

Agenda

Novi, MI - October 25, 2018 – 1:00 p.m. – 5:00 p.m.

Welcome and Introduction

(Dr. Klaus Estenfeld, ASAM)

Session 1: ASAM related Topics

- Welcome to 20 Years of ASAM e.V.
- ASAM – Latest News

(Marc Blatter, ASAM BoD – 30 mins.)

(Dr. Klaus Estenfeld – 30 mins.)

2:00 p.m. – 2:30 p.m. Break

Session 2: Collaboration with SAE

- SAE International and ASAM e.V. –
A Collaborative Approach to Tackle Challenges of the Future
- Example for Collaboration between SAE and ASAM: J1939

(Jack Pokrzywa, SAE Global – 30 mins.)

(Mark Zachos, DG Technologies – 30 mins.)

3:30 p.m. – 4:00 p.m. Break

Session 3: Ideation, New Domain

- Ideation for Telematics, Highly Automated Driving, etc.
- Open* Standards – Getting ASAM Ready for the Next 20 Years

(Armin Rupalla, ASAM BoD – 30 mins.)

(Thomas Thomsen, ASAM Office – 30 mins.)

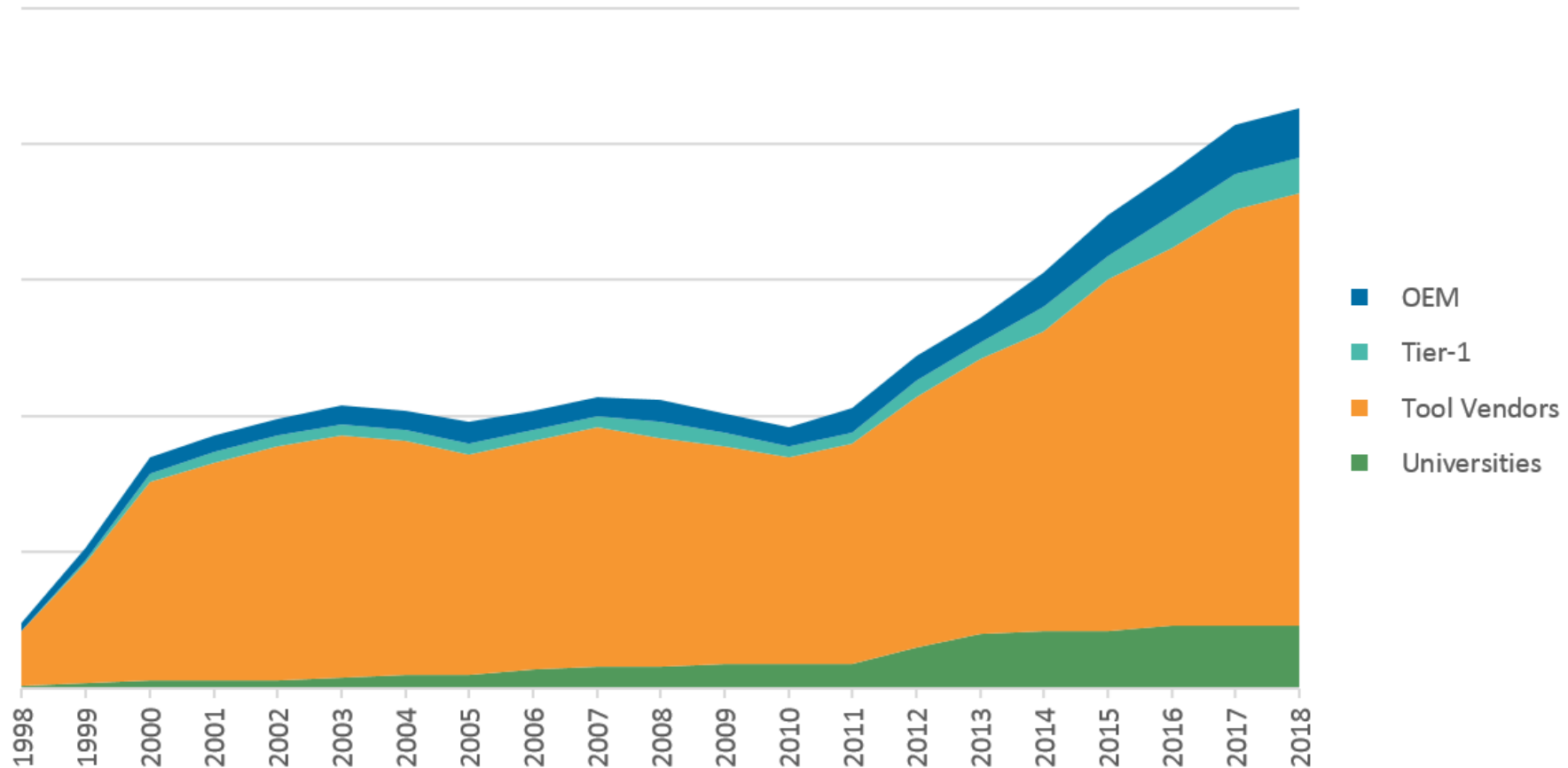
Welcome to 20 years of ASAM

Marc Blatter,
Chairman ASAM Board of Directors

Celebrating 20 years ASAM e.V.



Membership Development



20 years of ASAM – Do you remember?

Nokia launches the 5110

... and started the mass market for mobile phones



After 16 years of 'Kohl-era', Gerhard Schröder becomes chancellor of Germany

1998



was founded by 2 guys with a vision

Global powershifting through Mergers & Acquisitions

DAIMLERCHRYSLER



ASAM e.V was founded in Stuttgart by 5 OEMs

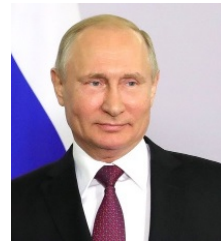


VOLKSWAGEN
AKTIENGESELLSCHAFT

20 years of ASAM – Do you remember?



Every 4th household in the US (every 5th in Germany is already online)



Wladimir Putin was announced President of Russia

Napster goes online



1999



Solar eclipse in Europe



NASA sends „Mars Polar Lander“ to Mars



buys

VOLVO



1) ASAM raises interest in the US



ATI

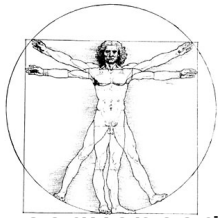
DELPHI



2) ASAM released it's first standard:

ASAM ACI

20 years of ASAM – Do you remember?



The human genome project is completed with 99% of the human genome sequenced to 99.99% accuracy



War in Iraq starts on March 20th, 1998 and is declared successfully finished on May. 1st by George W. Bush

2003



Concorde is finally grounded

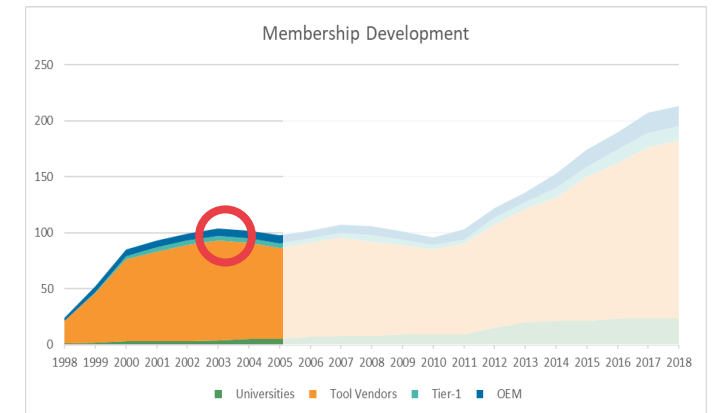


VW stops production of the historic beetle in Mexico

Tesla is founded by Martin Eberhard and Marc Tarpinning.



Number of members surpasses 100 mark!



20 years of ASAM – Do you remember?



YouTube is founded. Co-founder Jawed Karim uploads the first video „Me at the zoo“ on April 23rd

Angela Merkel is elected 1st female chancellor of Germany



George W. Bush is reelected

2005



Airbus launches the A380



Since Jan. 1st, Germany is charging heavy duty trucks a distance-based charge on highways



ASAM LLC was founded as regional representation in the US



20 years of ASAM – Do you remember?



Google can sort 10 billion data sets spread over 1000 physical computers within 68 sec.



Google launches Google Chrome

Barack Obama is elected president of the United States



2008 / 2009



Economic Crisis

- Banks collapse
- Lehman brothers go bankrupt
- US Stock Market crashes



Tesla launches Model S

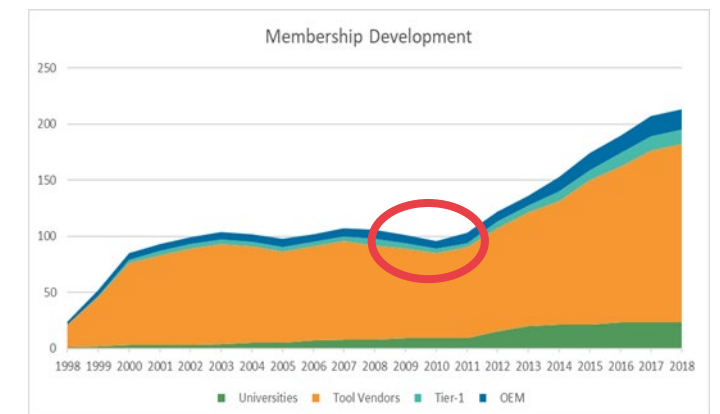


Automotive Crisis hits GM, Opel, and Chrysler hard

Germany introduces scrappage premium (Abwrackprämie)



Automotive Crisis also hits ASAM. In these years, ASAM loses 25 members among them GM and Volvo (both will rejoin in later years).



20 years of ASAM – Do you remember?



Facebook debuts on the stock market

Barack Obama is reelected



2012



Some still want to go high up just to jump back down to earth

Vehicle sales worldwide increase again, particularly Japan (58%) and NAFTA (14%)



Sales in Europe decrease!



In Japan forms a Japanese ASAM Interest Group (JAIG)



20 years of ASAM – Do you remember?



Whistleblower
Edward Snowden
triggers the NSA
crisis



Pope Benedikt
XIV resigns;
New elected:
Pope Francis

2013



Pebble launches
first smartwatch,
sparking our
sci-fi imagination
and have us

dream of a new generation of wear-
able tech.

Apple launches first iWatch in 2015.



First
autonomous
car travels
historic route
from Mannheim
to Pforzheim



ASAM celebrates 15 years of
successful standardization
with the 1st ASAM International
Conference in Dresden



20 years of ASAM – Do you remember?



Amazon launches voice assistant „Alexa“ on the US market on a large scale (test phase 2014). Alexa is available in Europe as of 2016.



In 2015 the number of terror attacks reaches a high with the attacks on Charlie Hebdo and Bataclan (France) being the most dreadful ones.

2015



First test flight of Airbus A400M. Data exchange among development partners via ASAM ODS!



US Environmental Protection Agency (EPA) issues notice of violation of the Clean Air Act to German automaker Volkswagen Group.



Official founding of ASAM G.K. in Japan to support our Japanese members on-site



Representative: Yoshiaki Shoi

20 years of ASAM – Do you remember?



Scientist Stephen Hawking dies.



Kim Jong-un crosses into South Korea, becoming the first North Korean leader to cross the Demilitarized Zone since its creation in 1953.

2018



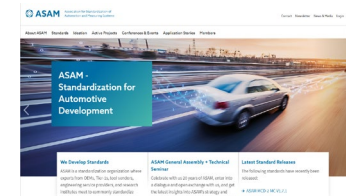
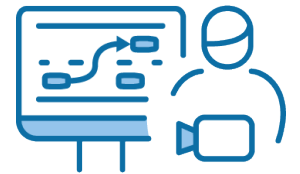
Dieseldate continues to put the automotive industry under pressure.

Germany considers diesel ban in cities.



1) ASAM celebrates 20th anniversary

2) Entering new domain Simulation



3) Fresh brand appearance: New ASAM CI + website