

ASAM – Introduction

ASAM OpenODD Ideation Workshop

Dr. Klaus Estenfeld
Managing Director, ASAM e.V.

April 23, 2020
Zoom Meeting



ASAM - Introduction

Compliance Statement

For more than 20 years, ASAM e.V. (Association for Standardization of Automation and Measuring Systems) is actively promoting [standardization within the Automotive Industry](#). Together with its more than 290 members worldwide, the association develops standards that define [interfaces and data models for tools used for the development and testing of electronic control units \(ECUs\)](#) and for the [validation of the whole vehicle](#).

ASAM standards are [recommendations](#), they do not have an impact on regulatory framework.

From the beginning, ASAM has requested and encouraged an open exchange among all [stakeholders: manufacturers, suppliers, tool vendors and research institutes](#). Following this ASAM policy, technical experts from ASAM member companies worldwide commonly [develop new standards in working groups](#). The developed standards are [accessible for all interested companies](#) and serve as basis for the development of tools and ECUs within the respective companies worldwide. Tools and products developed based on ASAM standards allow easy integration into existing value chains and seamless data exchange.

ASAM working groups [do not define products or take any business decisions](#) preventing competition.

Prof. Dr. Marcus Rieker
Chairman of the Board of Directors

Dr. Klaus Estenfeld
Managing Director

<https://www.asam.net/about-asam/compliance/>

ASAM Standards Portfolio

Currently seven Domains (Status March 2020)

Simulation

OpenDRIVE

OpenSCENARIO

OSI

Data Management & Analysis

CEA

ODS

Test Automation

ACI

ASAP 3

ATX

GDI

iLinkRT

MCD-3 MC

XIL

OTX Extensions

Measurement & Calibration

MCD-1 POD

MCD-1 CCP / XCP

MCD-2 MC

MCD-2 CERP

MDF

ARTI

CDF

CPX

Diagnostics

MCD-2 D

MCD-3 D

ECU Networks

MCD-2 NET

Software Development

CC

FSX

ISSUE

LXF

MBFS

MDX



<https://www.asam.net/standards/>

ASAM Development Process for Standards

From First Ideas to New Standards



Some Highlights

ASAM actively drives its evolution – inside and outside

- [Services for ASAM members worldwide](#) (members in 27 countries)
ASAM International Conference 2019, ASAM General Assembly 2020, ...
- [New Standards Related Activities](#)
 - New domain “Simulation” established, high interest worldwide
 - Five ASAM OpenX projects identified in Jan. 2019, first releases in March 2020
 - First successful local Concept Project outside Europe finished
 - First standard development outside Europe, release in May 2020
- [Next Steps towards Internationalization](#)
 - Local entry in China (C-ASAM)
 - Re-vitalization of North American Activities
 - Requests from Korea
 - First ASAM members in Canada, Croatia, Israel, Romania, Slovenia, Spain,
- [A Recognized Partner in the Standardization Community](#)
Liaison Agreements with ISO, MoU with SAE, AUTOSAR Attendee Agreement, ...



New Domain at ASAM: Simulation



Simulation

- Standards for [simulation model data exchange](#).
- High demand for standards for new type of simulation: [Driving and Traffic Simulation](#).
- Public specs driven by tool vendors have emerged in recent years.
- **Specs have been transferred to ASAM to:**
 - **Become official standards for the industry**
 - **Be hosted by a neutral professional organization**
 - **Guarantee long-term and professional further development**
- Current projects have been transferred to ASAM:
 - [OpenDRIVE](#)
 - [OpenCRG](#)
 - [OpenSCENARIO](#)
 - [Open Simulation Interface \(OSI\)](#)
- Next standards in development and in ideation ...

Transfer of OpenDRIVE® to ASAM

In September 2018, a real success story at ASAM began

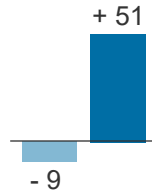


Open
Dynamic
Road
Information for
Vehicle
Environment

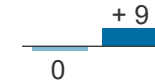
New ASAM Members

93 New ASAM Members since January 1st, 2019, thereof 75 New Members in 2019!

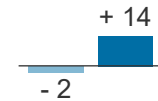
EUROPE



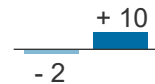
Rest of ASIA



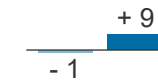
CHINA



NORTH AMERICA



JAPAN

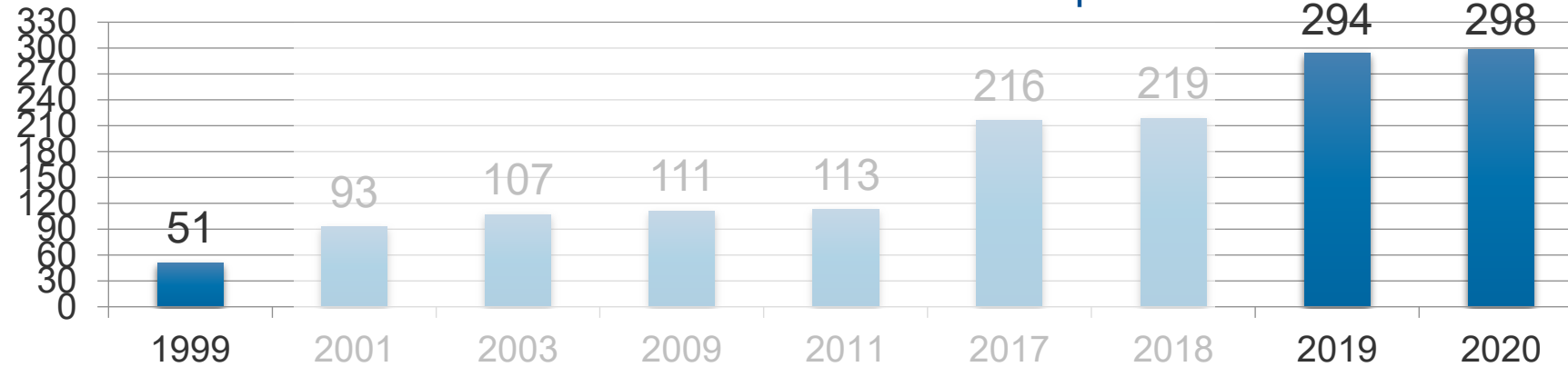


Status: as of April 22, 2020

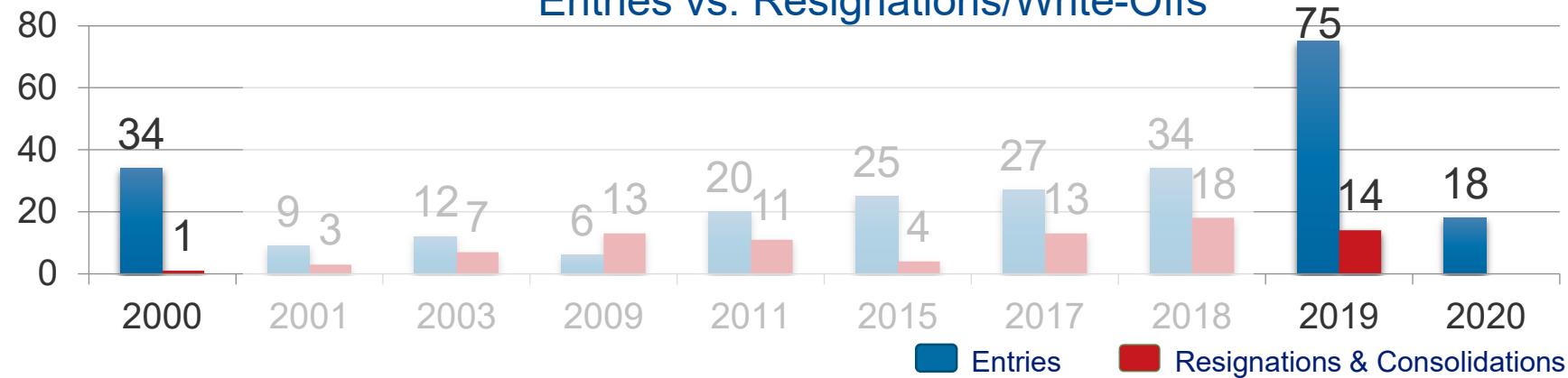
Membership Development

New Members: 220% Growth Rate in 2019!

Total Number of Members per Year



Entries vs. Resignations/Write-Offs



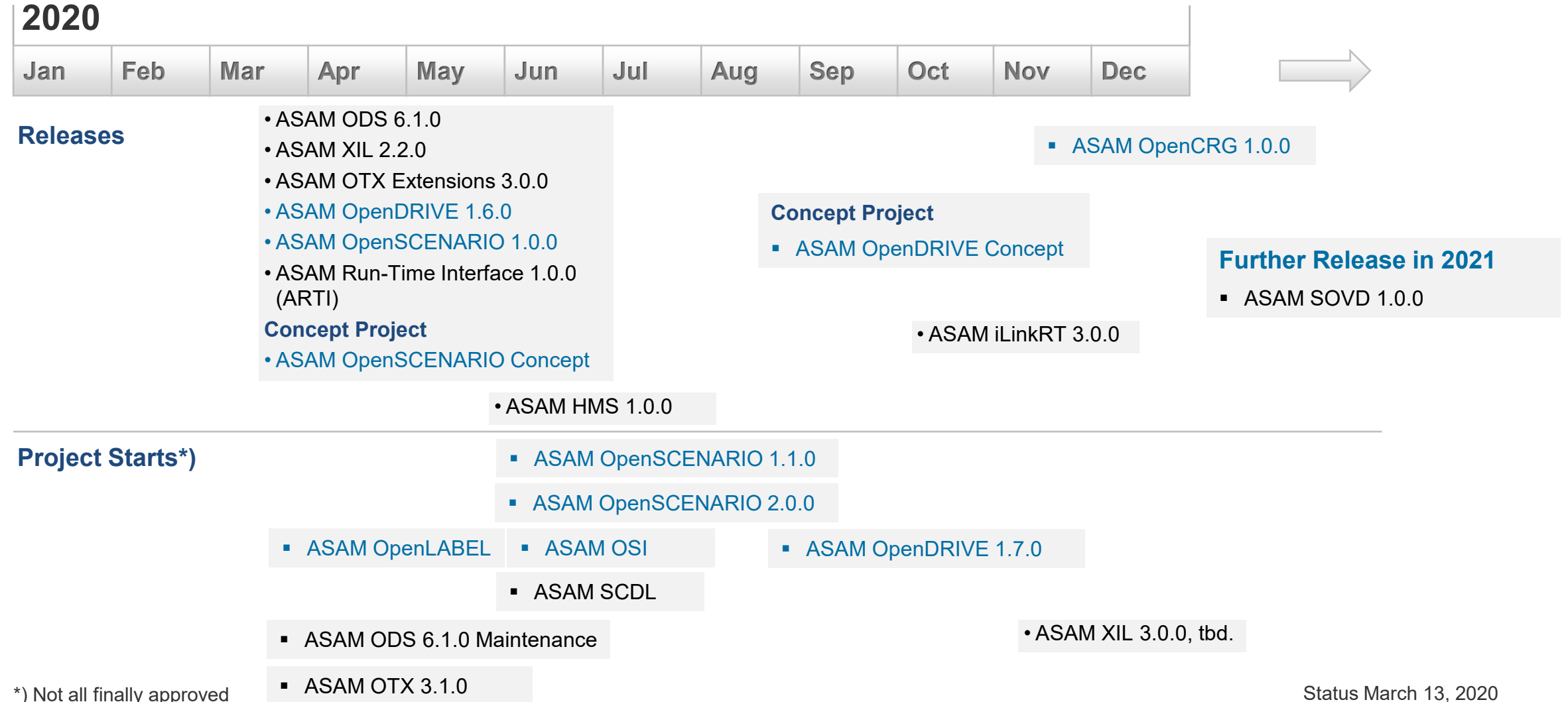
Status: as of April 22, 2020

More Than 290 Member Organizations Develop and Apply ASAM Standards

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Release and Project Roadmap for 2020

First ASAM OpenX Standards Released, New Standard Development Methods, Possibly a New Domain



Technical Steering Committee – Term 2020 - 2022

People elected at the ASAM General Assembly 2020 into the new ASAM TSC



Gil Amid
Foretellix Ltd.



Prof. Dr. Andras Kemeny
Driving Simulation
Association



Kilian Schnellbacher
ETAS GmbH



Nicola Croce
Deepen AI



Oliver Philipp
Siemens Industry Software
GmbH



Michael Schwarzbach
BMW Group



Dr. Christoph Dallmayr
Vector Informatik GmbH



Stefan Romainczyk
National Instruments



Markus Steffelbauer
Softing Automotive
Electronics GmbH



Armin Graf
Vitesco Technologies
GmbH



Dr. Gerald Sammer
AVL List GmbH



Dr. Jörg Supke
EMOTIVE GmbH & Co KG

Thank you for your attention!

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