ASAM

Introduction to ASAM – Webinar ASAM OpenODD Concept

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Nov 11th, 2021
Online

ASAM Association for Standardization of Automation and Measuring Systems

Introduction to ASAM

ASAM Update

ASAM

ASAM – We Connect People | Standards | Solutions

Standardization in Automotive Development since 1998

- **Non-profit standardization organization** within the Automotive Industry

- Focus on **implementation level standards** (rather than the process level standards of e.g. ISO/SAE)

- ASAM standards are **recommendations**, they do not have an impact on regulatory framework

- **Open, non-competitive** standard development groups

- **Membership driven** standardization projects

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Board of Directors – Term 2021 - 2023

The ASAM Board of Directors was elected this year. It consists of representatives from OEMs, tool vendors and research institutes.

Chairman

Prof. Dr. Marcus Rieker
HORIBA Europe GmbH

Dr. René Grosspietsch
BMW AG

Prof. Dr. Frank Köster
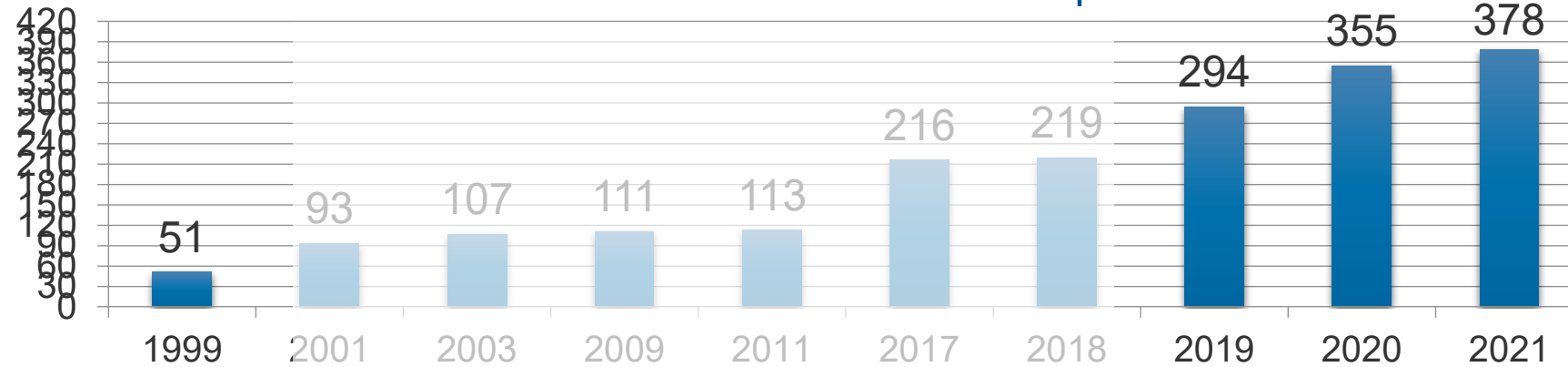DLR e.V.

Dr. Ralf Nörenberg
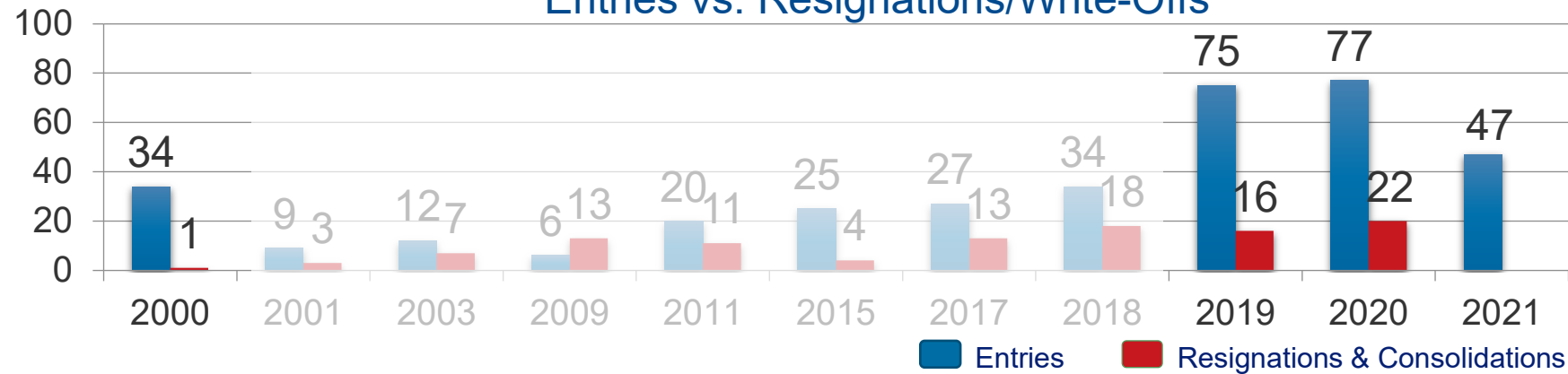HighQSoft GmbH

Armin Rupalla
RA Consulting GmbH

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Membership Development

New Members: 2021 – Another Year of Growth!

Total Number of Members per Year

Year	Members
1999	51
2001	93
2003	107
2009	111
2011	113
2017	216
2018	219
2019	294
2020	355
2021	378

Entries vs. Resignations/Write-Offs

Year	Entries	Resignations & Consolidations
2000	34	1
2001	9	3
2003	12	7
2009	6	13
2011	20	11
2015	25	4
2017	27	13
2018	34	18
2019	75	16
2020	77	22
2021	47	

■ Entries ■ Resignations & Consolidations

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ASAM Membership

More than 378 member organizations develop and apply ASAM standards.

Status: Nov 2021

New ASAM Members in 2021

47 New Members as of Today

EUROPE

AED Engineering · areus · CarMedialab · Digitrans
JAGUAR · LAND ROVER · JOYNEXT · KAN Engineering · KÜBRICH Ingenieure
m+p international · OPAL-RT TECHNOLOGIES · PERPETUUM PROGRESS · plexim electrical engineering software
Phantasma Labs · PLC2 · PROSIG
RAWLAB DATA EXPERTS · RISC Software GmbH · T-engineering
veoneer · vitesco TECHNOLOGIES

REST OF ASIA

ANCIT CONSULTING · VISHNU BVRIT B V Raju Institute of Technology · iVH Institute of Vehicle Engineering
MORAI · OptoLiv · STARMATA

CHINA

Baidu百度 · Baidu百度
河海大学 HOHAI UNIVERSITY · CAIC 中汽创智 CHINA AUTOMOTIVE INNOVATION CORPORATION
CAICT · CICV 国汽智联
吉林大学 Jilin University · 均胜电子 JOYSON ELECTRONICS
NIO · 深圳车小米智能网络科技有限公司
SIAT

JAPAN

aptpod · DNV
NEXTY Electronics · SC-ABeam Automotive Consulting

NORTH AMERICA

excelfore Accelerating Vehicle Data Services · RIDECELL · rydesafely
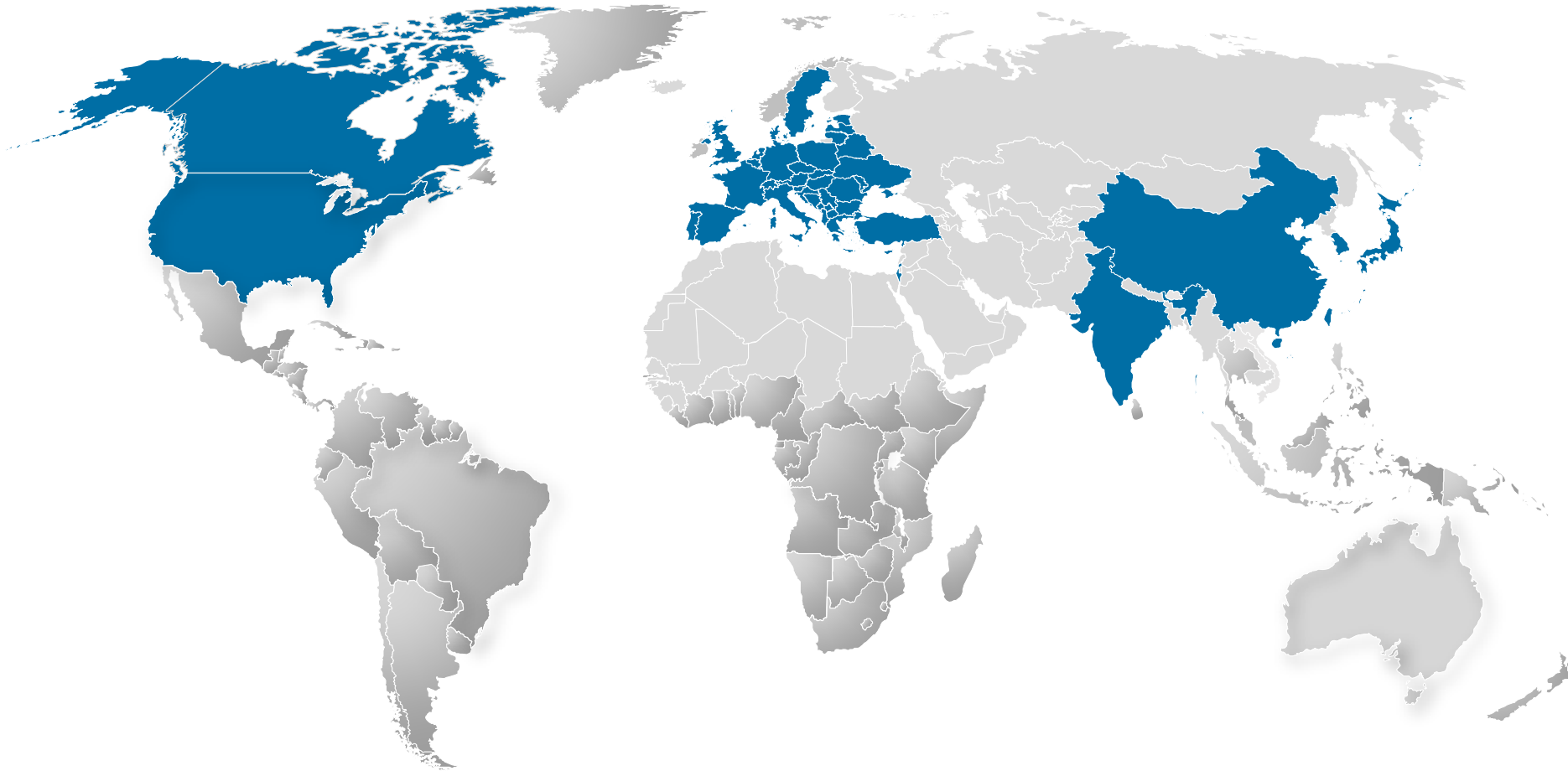VTT

Status: Oct 2021

8

ASAM is a Truly International Association!

More Than Half of the ASAM Income Stems from Members Outside of Europe

Status: Oct 2021

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ASAM Update

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ASAM Standards Portfolio

ASAM is currently active in 7 domains

Simulation (ASAM OpenX)

OpenCRG	OpenDRIVE	OpenSCENARIO
OSI	OpenLABEL	

Measurement & Calibration

ARTI	CDF	CPX	HMS
MCD-1 CCP / XCP		MCD-1 POD	
MCD-2 MC	MCD-2 CERP		MDF

Data Management & Analysis

CEA	ODS

Diagnostics

MCD-2 D	MCD-3 D

Test Automation

ACI	ASAP 3	ATX	GDI	iLinkRT
MCD-3 MC	XIL	OTX Extensions		

ECU Networks

MCD-2 NET

Software Development

CC	FSX	ISSUE	LXF	MBFS	MDX

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

ASAM

ASAM Development

From the First Idea to the Publication of a Standard

Publication of the Standard

Member Initiatives
Study Groups
Concept Projects
Market Surveys, ...

IDEATION

PROPOSAL & ENROLLMENT

Proposal Workshop
Decision by the TSC

DEVELOPMENT

Public Draft Review
Feeback Processing

REVIEW

RELEASE

Release Decision

Guiding Principles:

- **Member-driven**
  Initiatives and decisions are taken by the member companies.

- **Open exchange**
  ASAM requests open exchange among all stakeholders.

- **Domain expertise**
  ASAM has a global network of domain experts to develop standards

- **Flexible processes**
  ASAM has lean yet flexible process structures leading to short development times

- **Project support**
  Experienced Technology Managers support the working groups

ASAM Update

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Some Highlights (Last Twelve Months)

ASAM actively drives its evolution – inside and outside.

Next Steps towards Internationalization

- Today, ASAM has members in 29 countries

- First ASAM members in Canada, Croatia, Romania, Slovenia, Spain, Turkey, ….

- North America:
  High interest in North America. Active participation in the development of standards in the domains of Simulation and Diagnostics

- China: Successful local entry (C-ASAM), first Regional Meeting China in Nov 2020

- Korea: We see a great interest and many questions lately

- Japan: Very strong community with many local projects and local involvement in international projects

- 2nd completely new standard developed in Japan will be released in Nov 2021 (ASAM SCDL)

ASAM in North America

Strong interest in ASAM OpenX standardization

Important new members from North America with **high interest in ASAM OpenX** standards development
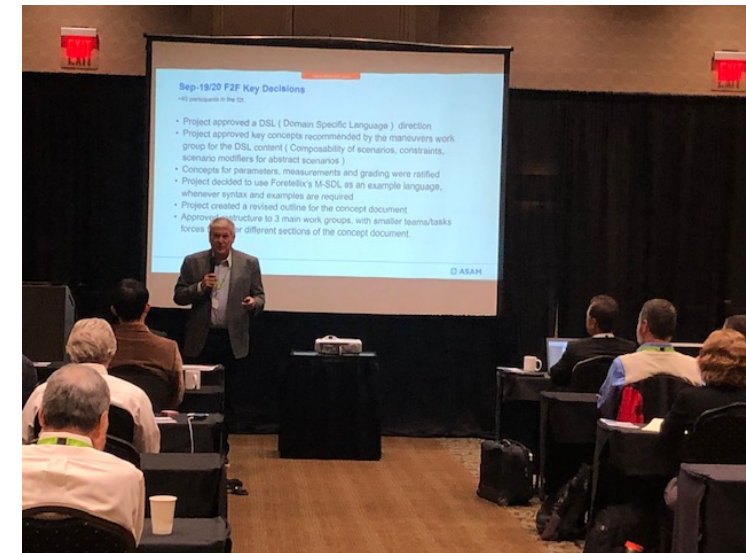
USA members actively involved in standards development:

Active participation:

- ASAM SOVD: *Ford*   **GM**

- ASAM OpenX: **Ansys** • **APTIV** • **deepen** **EDGE CASE RESEARCH**
  MathWorks   **NVIDIA**   **RIDECELL**

Project Lead: ASAM ODS: **ni**

                      ASAM OpenLABEL: **deepen**

TSC Participation: **deepen**

C-ASAM

A Common Initiative between Automotive Data of China (Tianjin) Co., Ltd. and ASAM e.V.

Tasks of the C-ASAM Working Group:

- Promote interest in ASAM and its standards within the local automotive industry
- Accompany local companies in the use of ASAM standards
- Hold trainings on ASAM standards
- Drive the acquisition and integration of Chinese ASAM members
- Start local and international development of ASAM standards in China

Achievements:

- C-ASAM Website was launched in November 2020
- First Regional Meeting China in November 2020
- First Advisory Committee Meeting in December 2020
- Chinese translations of ASAM OpenDRIVE, ASAM OpenCRG and ASAM OpenSCENARIO available
- C-ASAM presence at local exhibitions
- As of today, 37 Chinese ASAM members (no. 3 worldwide)

Inaugural Ceremony, Chengdu, Sept. 27, 2019

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ASAM in Japan

In the Driver Seat for International Standard Development Activities

ASAM Hex File Management 1.0.0
- First ASAM Standard completely developed outside of Europe (project lead: Honda)

ASAM SCDL 1.0.0 (Safety Concept Description Language)
- Proposal Workshop end of January 2020
- Proposal was approved at the TSC meeting in May 2020
- Standard release planned in November 2021

ASAM ODS and ASAM XIL **Study Groups** active

Regular meetings of **Motorcycle OEM** group

Regional Meeting Japan 2021 in Tokyo (online)
with more than 150 participants!

ASAM **OpenDRIVE Concept WP4** (International Traffic Signs)
- Driven by a dedicated workgroup in Japan (project lead: Mitsubishi Precision)

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ASAM Update

1	About ASAM
2	Standardization at ASAM
3	ASAM Activities
4	**ASAM Services** ASAM at your disposal any time

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ASAM Online Events

Services for our members

ASAM is hosting many events online giving international members the chance to take part:
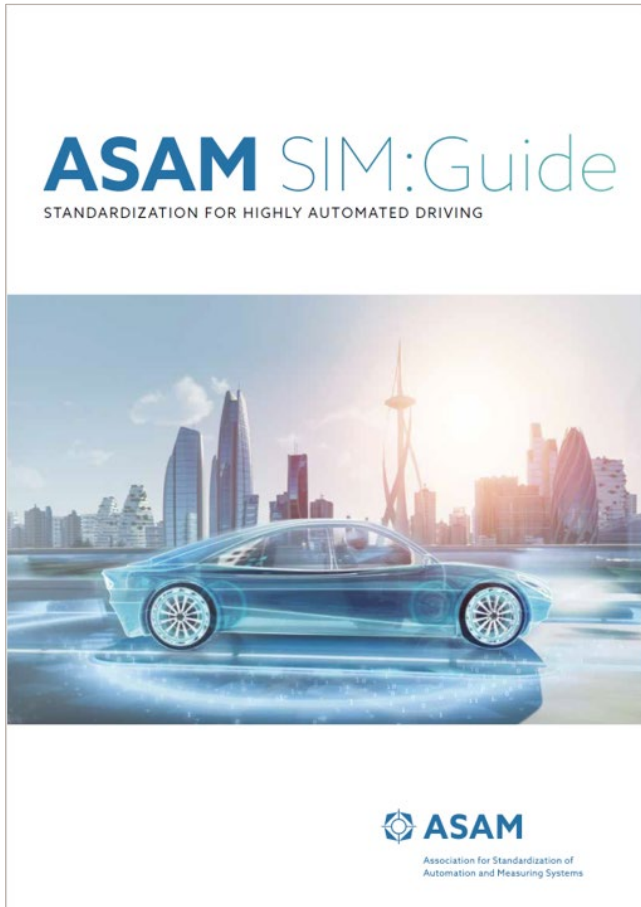
ASAM Technical Seminar and General Assembly:

- Online events such as the Technical Seminar are very successful (2021: more than 220 participants dialed in)
- **Technical Seminar 2022** will be held in conjunction with the ASAM General Assembly 2022 on Mar 23 - 25 (both online). The TSC elections are held online as well

Online offers a variety of new formats

- **Webinars** are now an integral part for ASAM marketing to present the ASAM standards and demonstrate their application
- **Project work** opens up for international participants as many meetings can be held online
- Active usage of **Social Media** increases the reach of ASAM

ASAM SIM:Guide

Standardization for Highly Automated Driving

The guide contains

- Introduction to the ASAM domain "Simulation"

- All current standardization activities by ASAM in the domain

- Current standardization activities outside of ASAM
  -> places the ASAM OpenX standards in the larger context
      of a global standardization landscape

- Application stories from our members
  -> how do our members use the OpenX standards
  -> how have these standards helped to improve processes
  -> how are they facilitating customer projects

Download copy today:
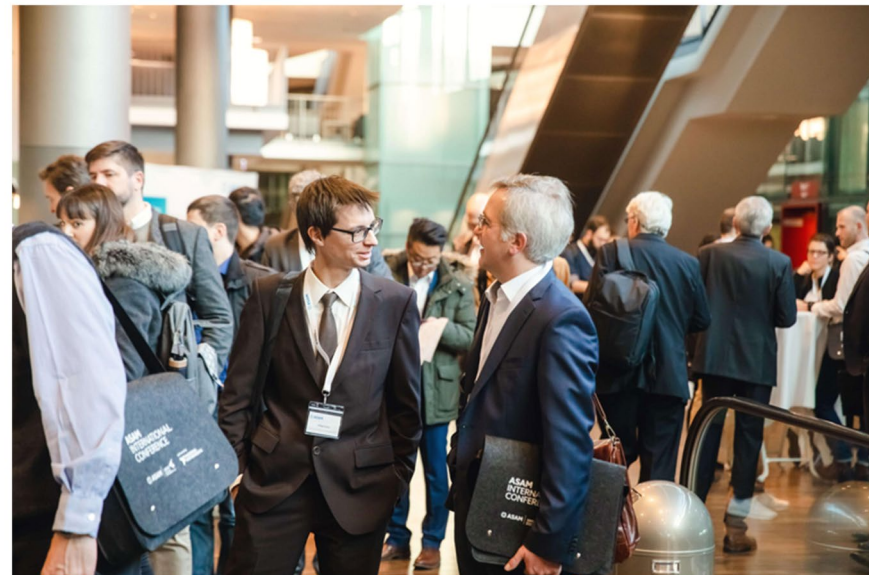www.asam.net/asam-guide-simulation

ASAM International Conference 2022

In 2022, ASAM will hold its 5th International Conference as a face-to-face meeting

Conference…

Networking…

Trade Show…

ASAM

Join ASAM

Join ASAM and get actively involved, start to influence and benefit from networking with the ever-growing domain experts within the ASAM community.

If you are interested:

- Visit Join ASAM on our Website www.asam.net
  - OR
- Send us an Email to info@asam.net

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