

ASAM Regional Meeting China 2022

Review 2022 and outlook for 2023

Marius Dupuis
CEO ASAM e.V.

Dec 01st, 2022
Tianjin, CN, and online



Agenda

I'll keep it short!

- 1 ASAM status 11/2022**
- 2 ASAM 2022+ - Organization**
- 3 ASAM 2023+ - Upcoming tasks**
- 4 ASAM OpenX certification**

ASAM status 11/2022

ASAM in a nutshell

Our Mission

ASAM = Association for Standardization of Automation and Measuring Systems

More than 400 member companies, including OEMs, Tier-1s, tool vendors and research institutes from all over the world, convene at **ASAM e.V.** to create **standards for the development, testing and validation of vehicles and driving functions.**

ASAM is a member-driven organization

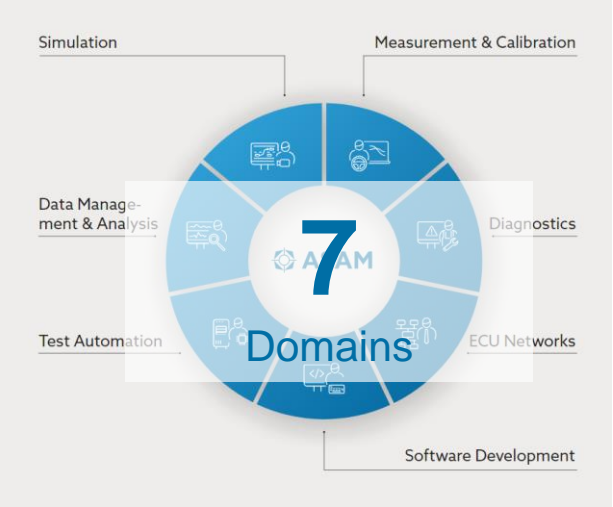
ASAM standards are non-normative recommendations

ASAM standards work on the implementation level

ASAM acts as an antitrust-compliant umbrella for pre-competitive alignment between stakeholders

ASAM in a nutshell

Global Impact

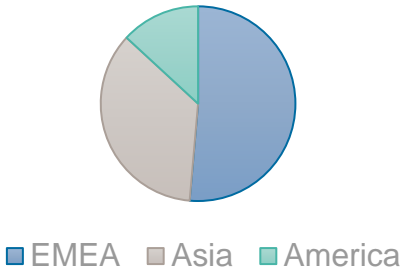


Measurement & Calibration	Diagnostics	ECU Networks	Software Development	Test Automation	Data Management & Analysis	Simulation
ARTI	MCD-2 D	MCD-2 NET	CC	ACI	CEA	OpenCRG
CDF	MCD-3 D		FSX	ASAP 3	ODS	OpenDRIVE
CMP			ISSUE	ATX		OpenLABEL
CPX			MI	GDI		OpenODD
HMS			MDX	iLinkRT		OpenSCENARIO
MCD-1 CCP			SCDI	MCD-3 MC		OSI
MCD-1 POD			OTX Extensions			
MCD-1 XCP						
MCD-2 CERP				XIL-MA		
MCD-2 MC						
MDF						

37 Released Standards



Membership Revenue



ASAM standards portfolio

ASAM is currently active in 7 domains

Simulation

OpenCRG OpenDRIVE OpenLABEL
OpenSCENARIO OSI

Data Management & Analysis

CEA ODS

Test Automation

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



Measurement & Calibration

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

Diagnostics

MCD-2 D MCD-3 D SOVD

ECU Networks

MCD-2 NET

Software Development

CC FSX ISSUE LXF MBFS MDX SCDL

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

Status: Oct 11, 2022

More than 400 member organizations develop and apply ASAM standards

[illegible]

New ASAM members in 2022

Since January 2022, 65 new organizations have joined ASAM.

EUROPE



REST OF ASIA



CHINA



NORTH AMERICA



JAPAN



Status: Oct 11, 2022

Chinese ASAM members

Currently 54 Members

OEMs



Tier-1 Suppliers



Tools Vendors



Academics



Status: Nov 22, 2022

Collaboration

Strategic partnerships

AUTOSAR

ECLIPSE
FOUNDATION

iamts

ISO

mipi alliance

MODELICA

MOST
COOPERATION

prostep ivip

SAE
INTERNATIONAL

Government-funded research

Sunrise

ArchitectECA2030

GAMMS
ROBOTS MAPPING FOR ROBOTS

VIVID
PARTNER PROJECT
OF THE DIVP PROJECT

V4safety

SET Level

KisSME

**REAL
DRIVING
VALIDATION**

SIP

TREUMODA

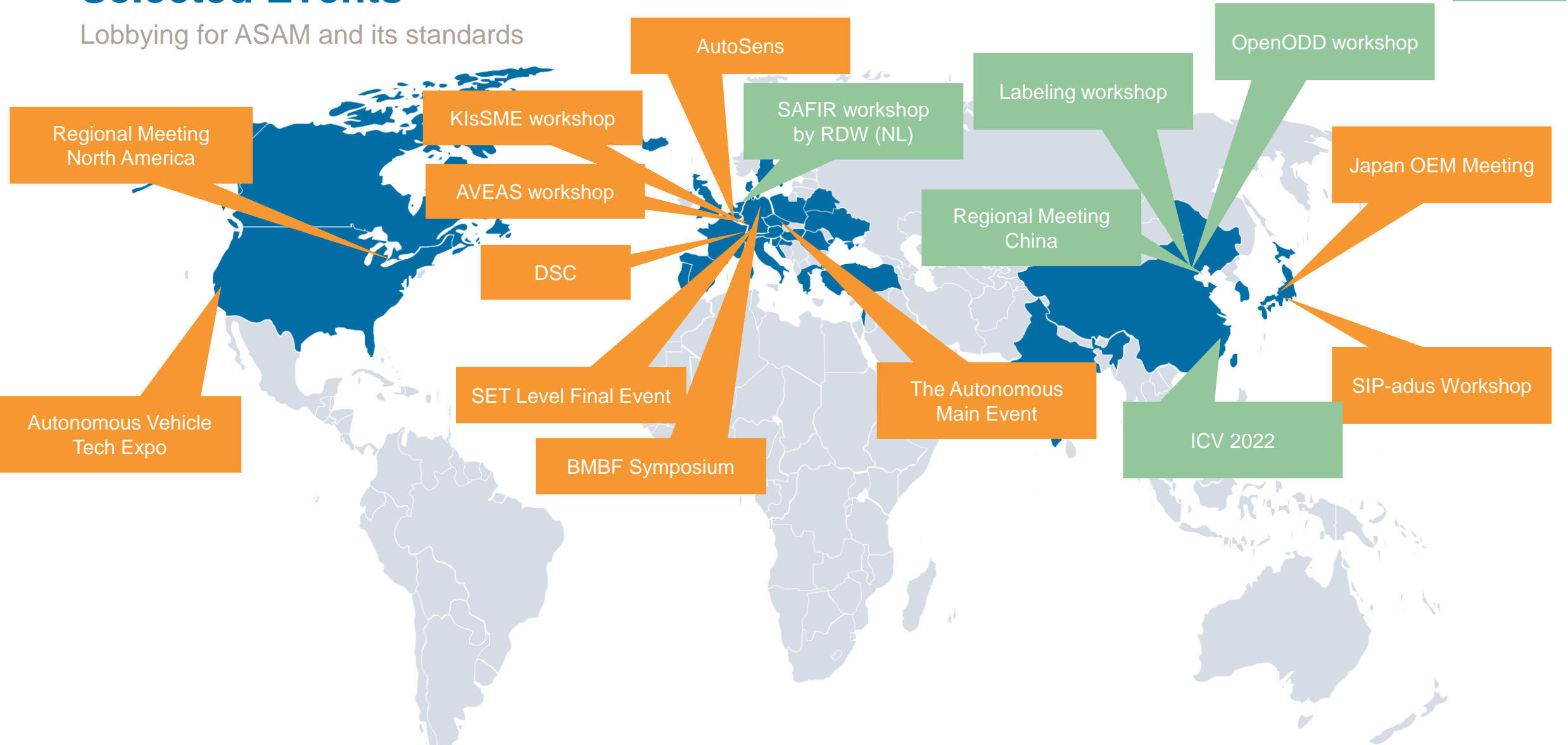
AVEAS

Selected Events

Lobbying for ASAM and its standards

on-site

remote

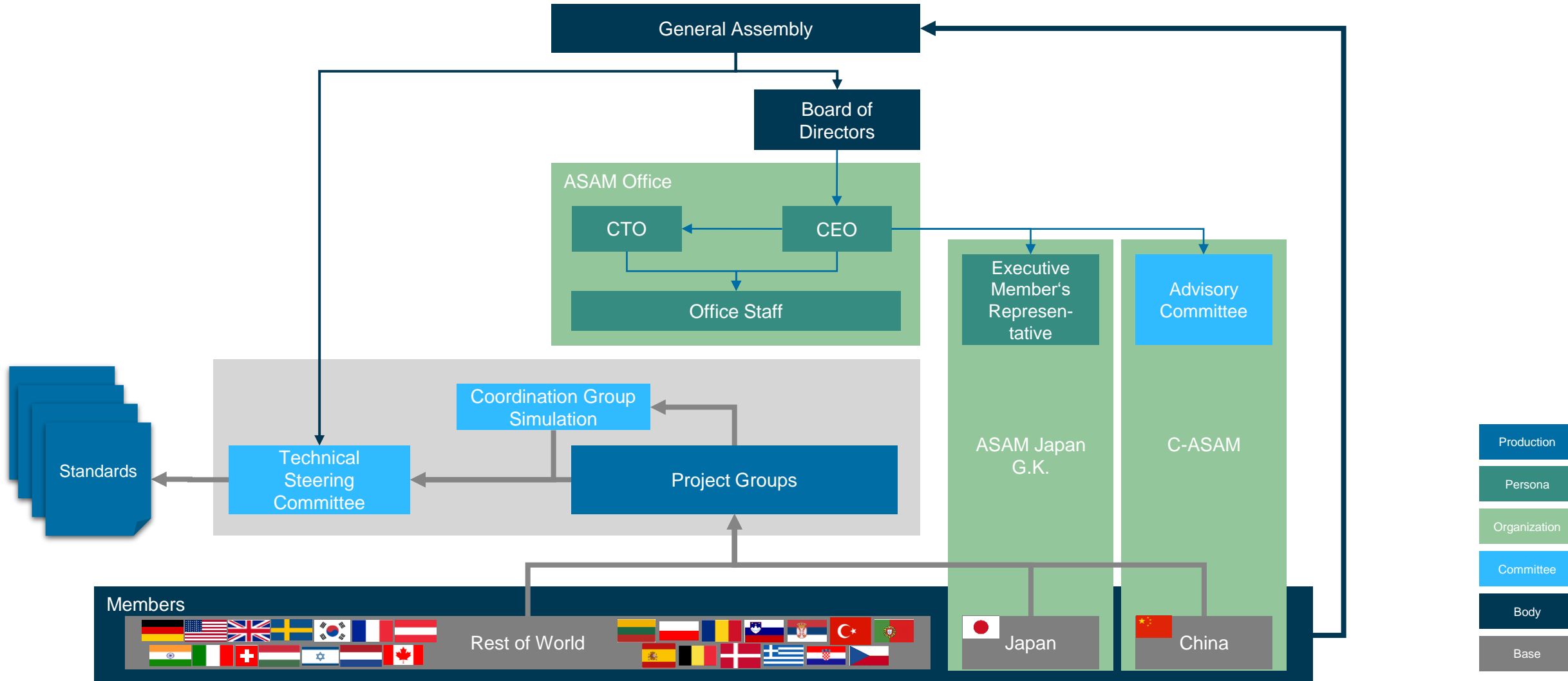


ASAM 2022+

Organization

ASAM Organization 2022+

Shared Responsibilities – Combined Forces



ASAM Organization 2022+

Management Team - Persona



Marius Dupuis
CEO



CV



Tasks

Members	Member relationship and communication
	Continued growth of member base
Marketing	Communicate the value of ASAM e.V.
	Develop the brand
Finance	Count the beans
	Provide financial planning and forecasting
Office	Manage the non-tech part of the office
	Direct and monitor the operations

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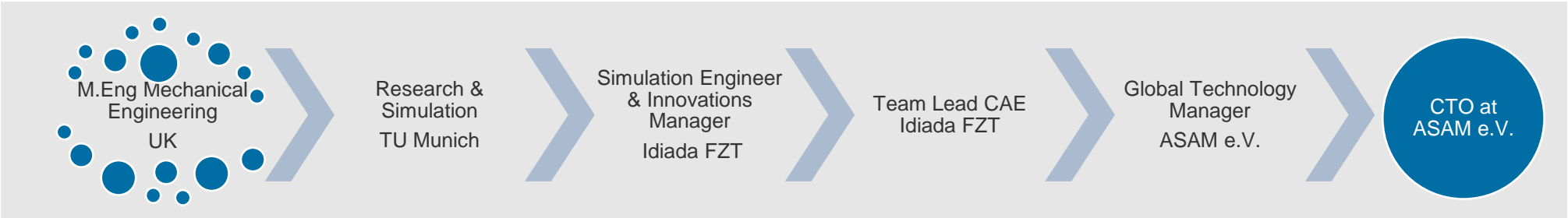
ASAM Organization 2022+

Management Team - Persona



Benjamin Engel
CTO

CV



Tasks

Standardisation	Alignment between ASAM's domains
	Coordinate ideation & development
Liaison	Align with other standardisation organisations
	Support research activities
Office	Lead ASAM's technical team
	Improvement of ASAM's processes and infrastructure

Contact me:
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Board of Directors – Term 2021 - 2023

Leading the Organization



Prof. Dr. Marcus Rieker

Chairman of the
ASAM Board of Directors

Member Company: → [HORIBA Europe GmbH](#)



Dr. René Grosspietsch

Member of the
ASAM Board of Directors

Member Company: → [BMW AG](#)



Prof. Dr. Frank Köster

Member of the
ASAM Board of Directors

Member Company: → [DLR](#)



Dr. Ralf Nörenberg

Member of the
ASAM Board of Directors

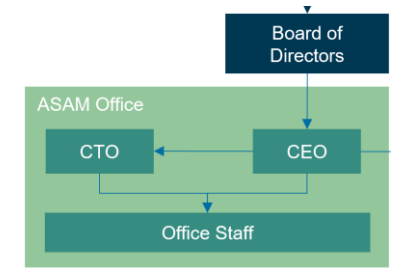
Member Company: → [HighQSoft GmbH](#)



Armin Rupalla

Member of the
ASAM Board of Directors

Member Company: → [RA Consulting GmbH](#)



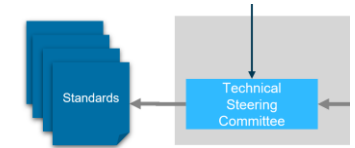
 Make an impact! 

Board of Directors
2023
ELECTION

 Term 2023-2025 

Technical Steering Committee – Term 2022 - 2024

Leading the Standardization



Gil Amid
Foretellix Ltd.



Dr. Christoph Dallmayr
Vector Informatik GmbH



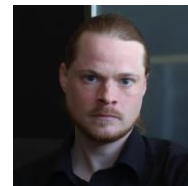
Prof. Dr. Andras Kemeny
Driving Simulation
Association



Christian Pahlke
TÜV SÜD



Oliver Philipp
Siemens Industry Software
GmbH



Dr. Andreas Richter
Volkswagen AG



Dr. Gerald Sammer
AVL List GmbH



Michael Schwarzbach
BMW Group



Markus Steffelbauer
Softing Automotive
Electronics GmbH



Dr. Jörg Supke
EMOTIVE GmbH & Co KG



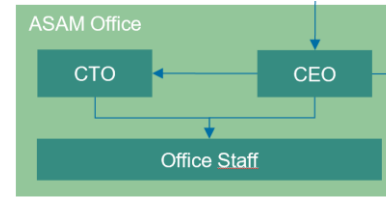
Jacques Weber
Vitesco Technologies
France



Thilo Wenzel
ETAS GmbH

ASAM Office 2023

The ASAM team “at your disposal” – at any time



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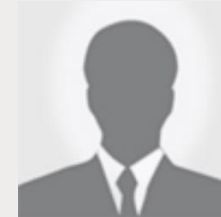
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NN

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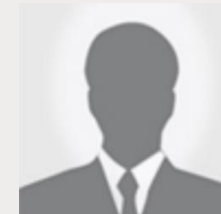
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Thomas Matthes

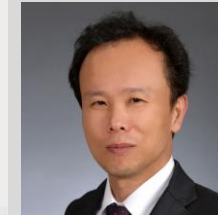
Software Developer



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ASAM Japan G.K.

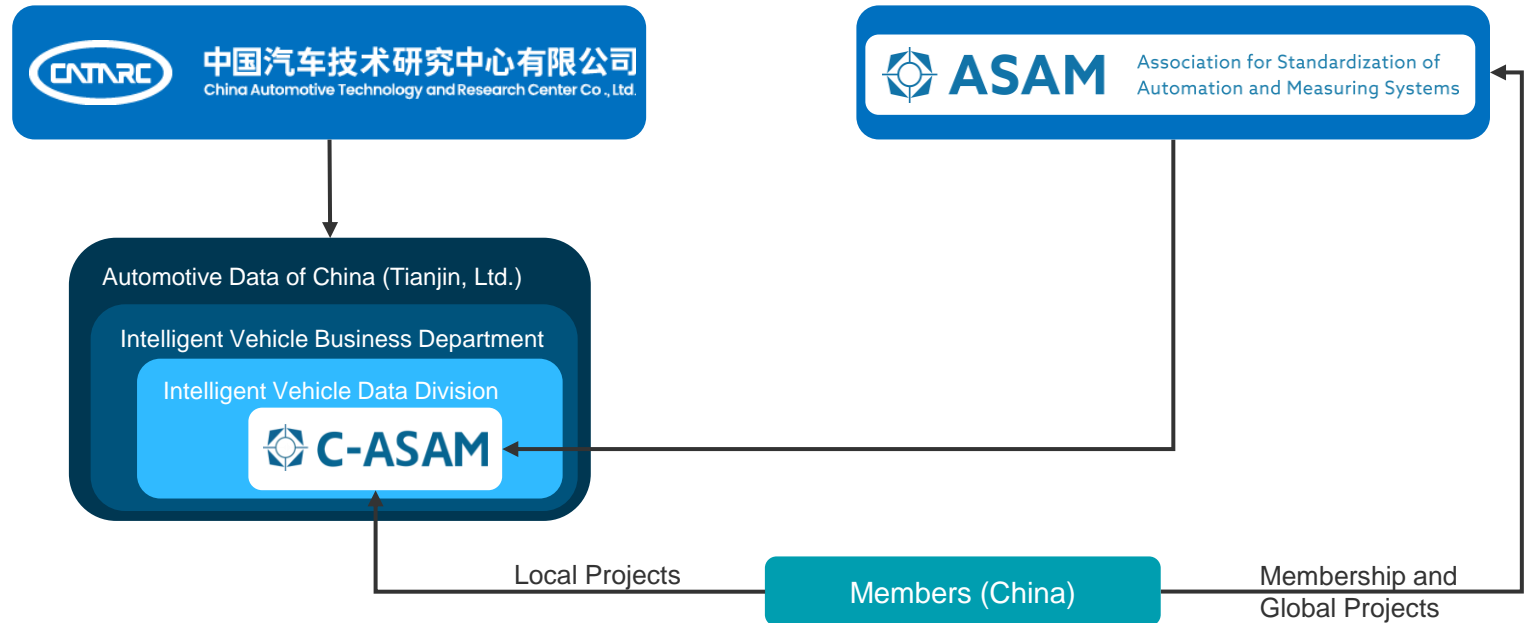


Yoshiaki Shoi

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ASAM in a Nutshell

China: C-ASAM Working Group within CATARC/ADC, established 09/2019



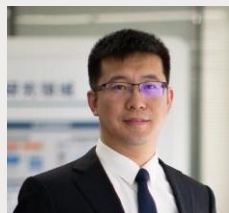
C-ASAM工作组

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

中汽数据(天津)有限公司与ASAM e.V.联合成立

Tasks of the C-ASAM Working Group 职责:

- 在中国推广ASAM组织及ASAM标准
- 促使中国企业应用ASAM标准
- 举办ASAM标准培训
- ASAM中国会员会籍管理
- 在中国地区推动ASAM标准的本土化和国际化发展



赵帅 Shuai Zhao

C-ASAM Representative

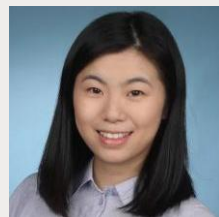
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Wechat official
account



扫描微信二维码，关注
“C-ASAM”
Scan the QR-Code, and
follow C-ASAM

Status: July, 2022

ASAM 2023+

Upcoming tasks

General Assembly 2023

Preliminary date: March 21-22, 2023



Location: Höhenkirchen (or FFB), Germany

March 20, 2023	March 21, 2023	March 22, 2023
	General Assembly with election of Board of Directors	Technical Seminar 2
Board of Directors Meeting	Technical Seminar 1	

ASAM 2023

Upcoming tasks (1/3)

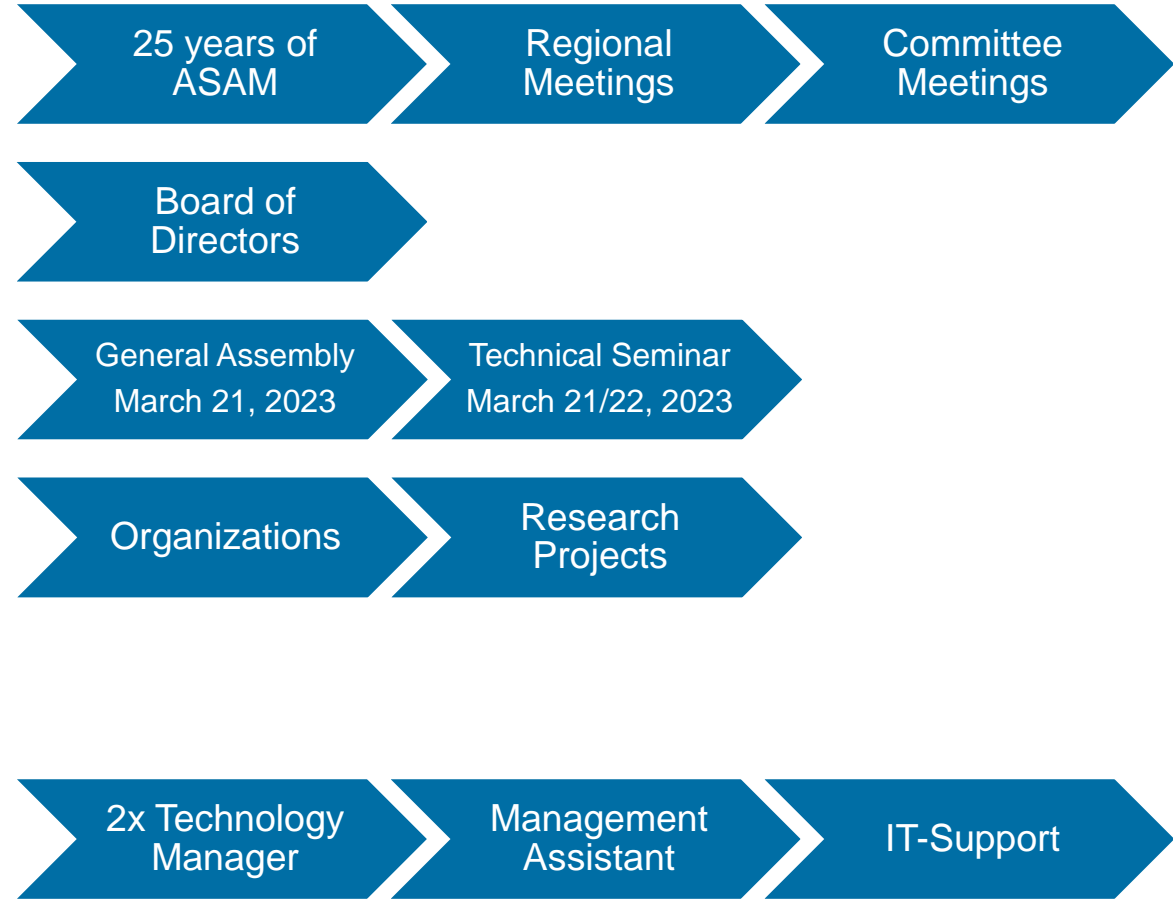


Organization

- Key events
- Elections
- Member Meetings
- Collaboration

Office

- Staff



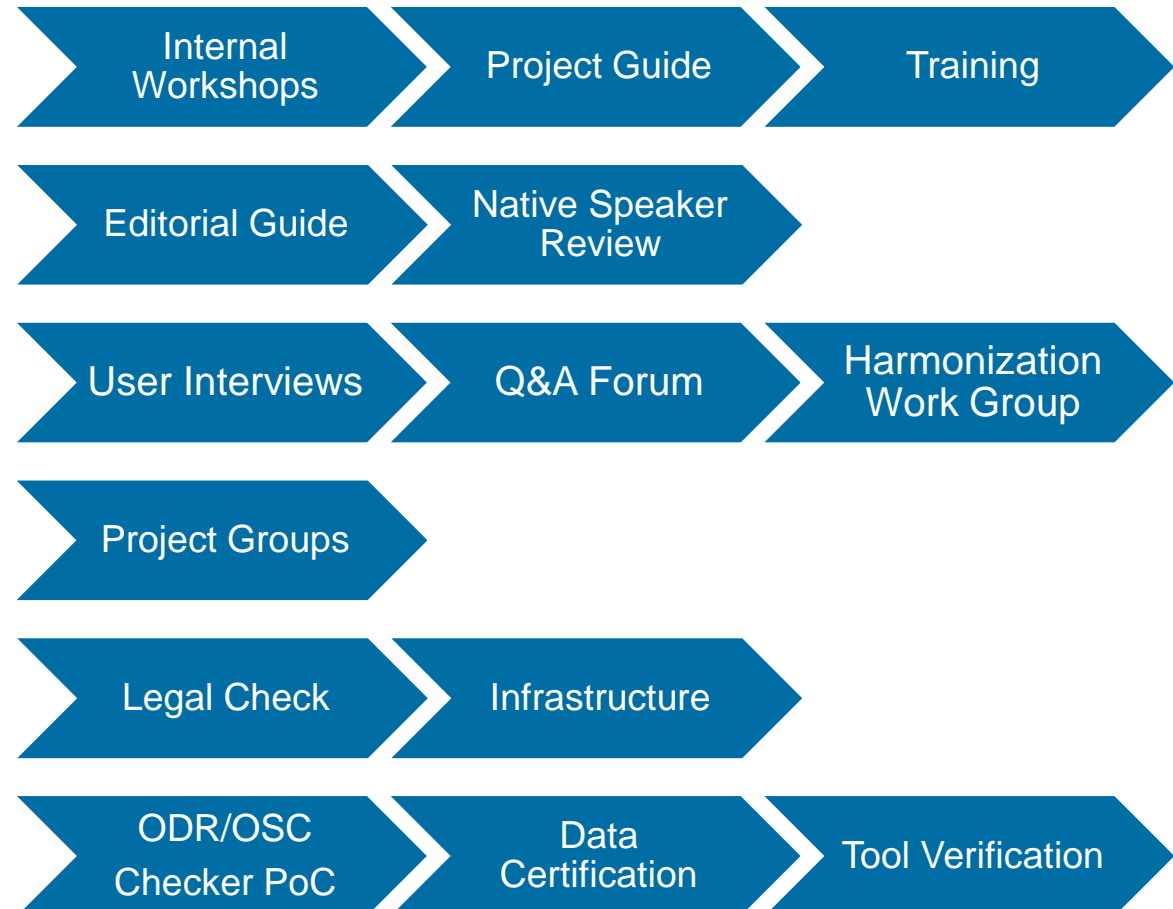
ASAM 2023

Upcoming tasks (2/3)



Standards

- Align processes between the domains
- Enforce processes
- Improve guidelines for project leaders
- Increase document quality
- Clarify direction of **OpenSCENARIO**
- Derive new projects from **Test Specification Study Group**
- Shape open source platform
- Verify implementations



ASAM 2023

Upcoming tasks (3/3)



Standards

- Review Scope



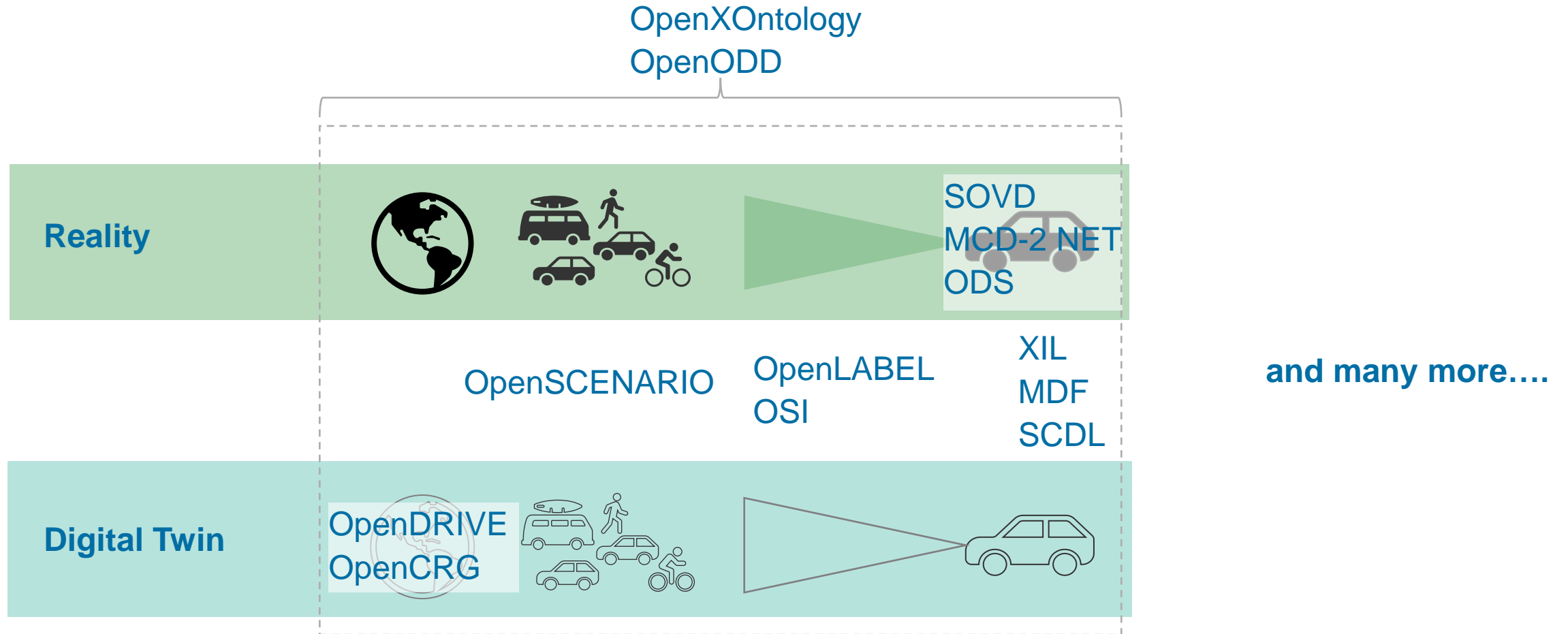
Members

- Growth
- Dialog



Highlight: Connecting ASAM domains

Beyond OpenX

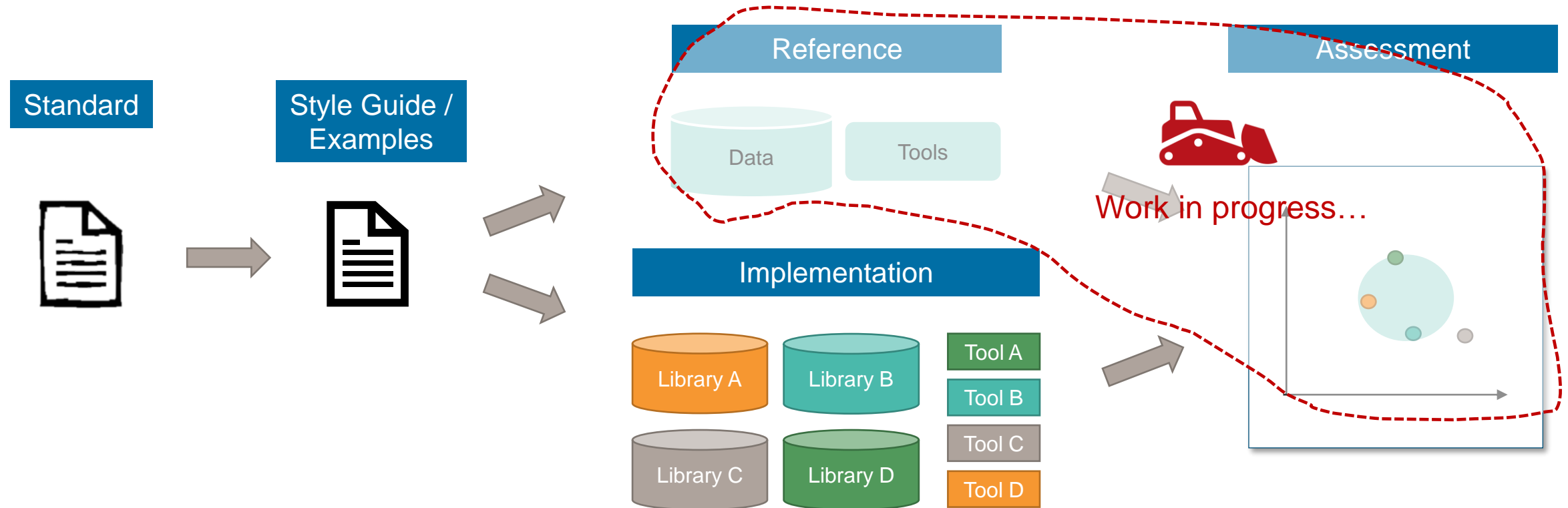


ASAM OpenX Certification

The need for action

Proposed solution

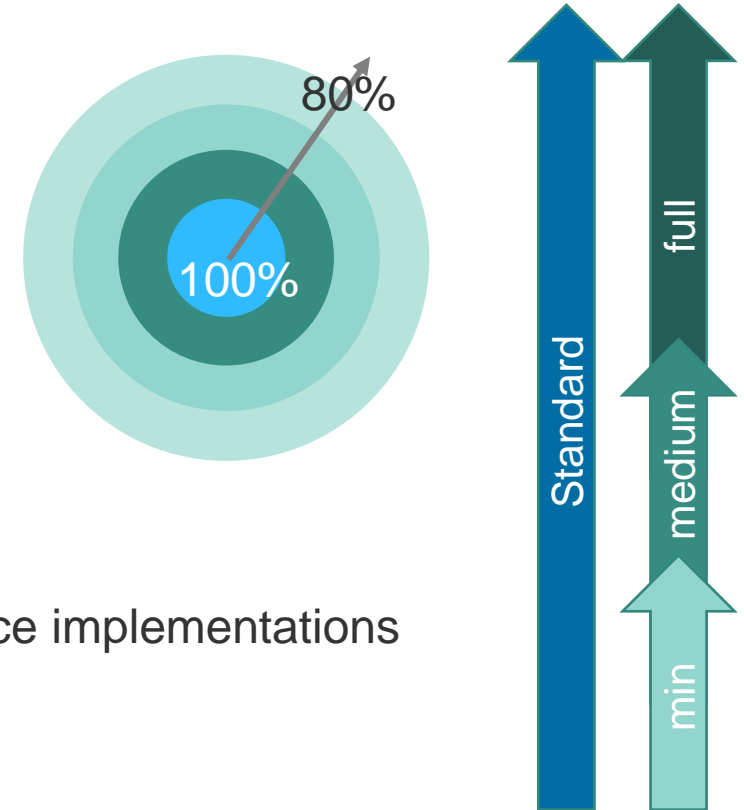
Creating strong standards



Proposed solution

Steps to be taken

- Agree on quantification criteria (static / dynamic, hard / soft)
- Provide checkers for static parts
- Provide **reference implementations** for dynamic parts
- Build assessment tooling
- Rate data assets with the tooling
- Rate tools' compliance based on reference datasets and reference implementations
- Provide discrete and achievable compliance levels



Conclusion

Why ASAM?

Conclusion

ASAM provides the



- Motivation
- Know-how
- Framework and
- Community

for efficient development, deployment and maintenance of standards that are relevant to realizing automotive projects – today and tomorrow!

Thank you for your attention!

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ASAM e.V.

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