# 25 years of excellence in standardization

**PEOPLE · SOLUTIONS · STANDARDS**
**25 YEARS**
**ASAM CONNECTS**

## 2023

**International acceptance**

Today, after 25 years, ASAM is a well established organization. The ASAM OpenX® standards are the industry's de-facto reference for all simulation use cases.

## 2011 - 2019

**Internationalization**

- **2011:** First project group outside of Europe in the US
- **2012:** JAIG - Japanese ASAM Interest Group (Strong visibility in JP)
- **2015:** ASAM opens office in Japan
- **2019:** C-ASAM - a joint initiative with CATARC

## 2000

**First members from abroad**

ASAM welcomes its first international members: OEMs and Tier-1s from France, the US, and Japan

## 2018

**New domain Simulation**

ASAM adopts the standards OpenDRIVE, OpenCRG and OpenSCE-NARIO. They form the new domain Simulation and broaden the offer of the ASAM community.

## 2006

**Checker tools**

ASAM releases first software to check

- A2L files (ASAM MCD-2 MC)
- ASAM ODS model/data

and to improve the quality of the standard implementations.

## 1998

**Foundation of ASAM e.V.**

ASAM was established with the vision that tools of a development process chain can be freely inter-connected and data can be seamlessly exchanged.

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# 25 YEARS OF **ASAM**

## 25 YEARS OF STANDARDIZATION FOR AUTOMOTIVE DEVELOPMENT

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Tool interoperability

Seamless data exchange

Long-term stability

**ASAM**

Association for Standardization of Automation and Measuring Systems

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Association for Standardization of Automation and Measuring Systems

# Mastering the challenges of the future already today...

The automotive industry is facing disruptive challenges. Autonomous driving and the software-defined vehicle will change the way we use and experience mobility:

- We will move from the driver seat into the passenger seat.
- Safety, comfort and functionality features may be added and updated during the lifecycle.

No single company can tackle this transformation alone. The future of automtove development is cooperative and collaborativ.

How can we forge strong partnerships and make sure that all partners have the same undersatnding and speak the same language?

### ... THROUGH STANDARDIZATION

Collaboration requires communication: Processes must be coordinated, systems must be integrated, files must be exchanged, data must be shared. All this runs smoothly if all stakeholders agree on standards:

→ **ASAM protocols enable communication between ECUs from different vendors**

→ **ASAM data formats allow to exchange data beyond company and department boundaries**

→ **ASAM data models help to understand the data**

→ **ASAM interfaces allow to easily implement systems of different vendors into existing tool chains.**

> **ASAM is the core of the network that connects the users, the OEMs and the tool vendors.**
>
> (Gil Amid, Co-Founder, Foretellix Ltd.)

# Jointly defining the collaboration framework

ASAM provides the **platform for all stakeholders** - OEMs, Tier-1s, tool vendors and research institutes, - to jointly define the collaboration framework.

### AT ASAM, ALL STAKEHOLDERS COME TOGETHER TO MAKE THE EVOLUTION POSSIBLE:

- They become thought leaders

> **I was the project manager of the ASAM test specification study group. We brought a lot of experts together in this working group and even though I have had great experience in test strategy development, I gained a lot of additional knowledge, just by working with these experts.**
>
> (Jann-Eve Stavesand, Head of Consulting, dSPACE GmbH)

- They drive innovation

> **ASAM is for us a framework that allows us to bring in our ideas, and also to discuss it with other players in the market in a legally and anti-trust compliant way.**
>
> (Dr. René Grosspietsch,
> Business Development Autonomous Driving, BMW AG)

- They create reliable results with high quality and trustworthiness

> **The challenge we are currently facing, especially with regard to safety of automated systems, is to gain trust in the validation of these systems. And trust comes with an agreement of a group of people and with standardization. And this is what ASAM does.**
>
> (Dr. Philipp Rosenberger, CEO of the start-up company Persival GmbH)

# Solutions for the vehicles of tomorrow

### SOLUTIONS FOR AUTOMATED DRIVING

ASAM's standards address the challenges of automated driving - in the simulation domain as well as in real-world settings. They describe:

- **The Operational Design Domain (ODD)**
- **Roads, road surfaces and scenarios**
- **Object labeling and scenario tagging conventions.**

The ASAM OpenX® standards are supported by all major simulation tool providers and manufacturers worldwide. They are the industry's de-facto reference for all simulation use cases.

### SOLUTIONS FOR THE SOFTWARE-DEFINED VEHICLE

The software-defined vehicle concept introduces new functionalty at an unprecedented scale.

The ASAM Service-Oriented Vehicle Diagnostics (SOVD) standard is the first to enable diagnostics, adjustment, and communication with vehicle functions, whether in or near-vehicle or over the air. It paves the way for exciting opportunities in the realm of the software-defined vehicle.

# Join us...

Dive into the exciting world of collaborative development. Join our vibrant community and help drive the industry forward. Let's shape the future of automotive development together!

**www.asam.net/about-asam/join-asam/**