

Nikkei Automotive seminar

Core Technologies Supporting Automated Driving
Connected & Security

October 28, 2021 (Planned)

Invitation for sponsorship

July 12, 2021

Concept

The era of automated driving is just around the corner. In Japan, the world's first car with Level 3 automated driving has been launched. One of the core technologies supporting automated driving is technology related to "Connected". In order to drive autonomously, it is essential to have the ability to make comprehensive and instantaneous judgments about the situation by incorporating not only the sensors and in-vehicle network functions installed in the car, but also external information such as the car's location, map information, and the movements of surrounding cars and people. The ECU, which is responsible for making decisions and exchanging information, is also an important element. It is no exaggeration to say that automobiles are now highly digitalized information devices. For this reason, consumer electronics and IT giants such as Sony and Apple are looking to enter the automotive industry.

In this environment, "Security" measures are essential. Threats of cyber-attacks, such as unauthorized use of in-vehicle software remote updating (OTA) and hacking into vehicles while they are in motion, are all around us. Considering that many people are killed in car accidents every year, it goes without saying that security measures for automobiles are more important than the information devices around us.

Therefore, Nikkei Automotive will hold a seminar focusing on "Connected" and "Security" in the coming era of automobiles. In this seminar, we will share the issues that need to be solved with people who are involved in next-generation automobiles with an eye on the coming era. We would like to invite you to join us for this seminar.

Outline

Title	Core Technologies Supporting Automated Driving - Connected & Security -
Organizer	Nikkei Automotive
Venue	Online seminar (Live studio in Tokyo)
Date & Time	October 28, 2021
Attendance fee	Free of charge (Pre-registration required)
Number of pre-registrant	300 (Estimation)
Expected audience	Engineers, managers, and executives involved in automated driving, communications, in-vehicle networks, sensors, ECUs, V2X, security measures, and integration with transportation systems at automobile manufacturers, automobile parts manufacturers, electrical appliance manufacturers, electronic parts manufacturers, semiconductor manufacturers, and communication equipment manufacturers. People who consider and analyze legal aspects in financial institutions and government, etc.

Program (Planned)

Time	Speech
13:30~14:10	Keynote speech arranged by organizer
14:10~14:50	Sponsored speech 1
14:50~15:30	Sponsored speech 2
15:30~15:40	Break
15:40~16:20	Sponsored speech 3
16:20~17:00	Sponsored speech 4
17:00~17:40	Special speech arranged by organizer

* The program will be subject to change.

Sponsorship

1. 40 min speech

Including QA & questionnaire time.

2. Pre-registrant data with viewing status.

e.g. name, company name, section, position, Tel, email, etc.

3. Company logo at official website

Official website will be on in middle Sep.

JPY 2,750,000 (Tax included)

Option

A. Speech video

File type: mp4, Resolution,

Use it for any purpose except other media.

JPY 110,000 (Tax included)

B. Review of speech on magazine/online

Nikkei Automotive 2 pages spread

or

Nikkei xTECH Special (Tie-up) 4 weeks invitation to special site.

JPY 1,100,000 (Tax included)

*Production cost is included.

Schedule

Closing deadline: **August 27, 2021**

*Subject to application status, we may close the application early.

Open official site: In the middle of September (Planned)

Seminar date: October 28 (Planned)

Submit pre-registrant data: November 11 (Planned)

Submit speech video: November 11 (Planned)

Review media: Nikkei xTECH Special (Review will be late in Nov.)
Nikkei Automotive Jan. 2022 issue (Dec. 11, 2021 on sale)

Contact



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