Mobility Industry to Congregate Online for SAE International's ADAS to Automated Driving Digital Summit

Event will Create a Critical Space for Industry to Address Challenges and Opportunities of ADAS and Automated Vehicle Advancement

WARRENDALE, Pa. (PRWEB) November 17, 2020 -- SAE International announced today the ADAS to Automated Driving Digital Summit will take place online on December 8-9, 2020. The digital summit will address the recent advancements in connectivity, system engineering and machine learning systems that are transforming advanced driver-assistance systems (ADAS) and automated vehicle systems research, creating a new era of integrated and cooperative automated driving.

"With the NHTSA pushing the goal of zero auto fatalities, the auto industry is moving towards additional ADAS to lead to the eventual development and adoption of fully automated driving," said Frank Bokulich, manager of engineering events at SAE International. "It is crucial for the mobility industry to gather to address the technical, regulatory and legal ramifications of moving from the driver being completely in control to fully autonomous vehicles. This summit will provide an important space for the industry to work through these challenges and create solutions that are affordable, profitable and above all safe for the entire mobility community."

Following the framework of the SAE J3016™ Standard: Levels of Driving Automation, the summit's presentations and panels will focus on the current state of OEM strategies and developments for active safety and automated systems along with near and long-term technology solutions in development by the tier suppliers for advanced driver assist systems. Panelists will participate from all corners of the industry from OEMs, suppliers, high-tech, government and academia, including the National Highway Traffic Safety Administration, MIT, IBM, Toyota, Uber, Amazon, BMW and more.

The 2020 panel discussions include:
- Vehicle Architecture and Infrastructure – Reactionary Integrated Software and Firmware
- Human Behavior and ADAS
- Enabling of ADAS and AVS through AI and machine learning
- Standards, Policy and Regulations: What is Really Needed to Rapidly Advance AVs?

To register for the event, please visit: https://www.sae.org/attend/adas/registration.

To learn more about the program at the ADAS to Automated Driving Digital Summit, please visit: https://www.sae.org/attend/adas.

About SAE International
SAE International is a global association committed to advancing mobility knowledge and solutions for the benefit of humanity. By engaging nearly 200,000 engineers, technical experts and volunteers, we connect and educate mobility professionals to enable safe, clean, and accessible mobility solutions. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including award-winning programs like A World In Motion® and the Collegiate Design Series™. More at www.sae.org.

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Contact Information
Justin Falce
SAE International
http://www.sae.org
7247727562

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