



NEW MOBILITY WORLD

EVENT PROGRAMME

18. September 2015 (Freitag/Friday)

Forums Bühne/ Forum Stage	
10:00 - 11:00	Auto Motor Sport: Die Zukunft beginnt jetzt – heute erleben, wie Assistenzsysteme uns schon morgen voranbringen Continental: Ralf Lenninger; Bosch: Dr. Thomas Classen; ZF: N.N.; Moderation: Birgit Priemer
11:00 - 11:30	Flex "From Sketch to Scale in the Intelligence Age" Mr. Michele Monico, Moderator: Harry Strasser, Executive Partner New Mobility World
11:30 - 12:00	Mitsubishi greenmobility bi-direktionale Speicherfähigkeit; Smart Grid with Peter Sieger
12:00 - 13:00	EXPERT PANEL GEMALTO: /ALCATEL/TELEKOM - Digital infrastructure - the NET for connected cars Moderator: Harry Strasser, Executive Partner New Mobility World
13:00 - 14:00	Automanager-TV-Talk: "Connected Car – Chancen und Risiken" Teilnehmer: Peter Fuß, EY; Klaus-Jürgen Heitmann, HuK-Coburg; Prof. Lutz Heuser; Moderatoren: Guido Reinking, Guido Marschall
14:00 - 15:00	Auto Motor Sport: Die Zukunft beginnt jetzt – heute erleben, wie Assistenzsysteme uns schon morgen voranbringen Continental: Ralph Lauxmann; Bosch: Dr. Thomas Classen; ZF: N.N.; Moderation: Birgit Priemer
15:00 - 15:20	Conti-OTA Keys with Philippe Fournet-Fayat
15:20 - 15:40	Bright Box Benefits of Connected car Platform Remoto for OEM's and car owners with Robert Schuessler
15:40 - 16:00	"The car as the new digital market place: Secure Connectivity for new services enabling intelligent communications and new customer experience" Jochen Apel - Alcatel-Lucent
16:00 - 17:00	NXP "Smart and secure? How vulnerable are the cars of the future?" with Andy Greenberg, WIRED and Lars Reger, CTO NXP Automotive
17:00 - 17:30	SCHRÉDER: Koen Van Winkel, Marketing Manager, Controls, Automation & Solutions
17:30 - 18:00	QUALCOMM: The future of the Urban Mobility is electric & Wireless Speaker Simon Arbuthnot Senior Business Development Director
B2B Area	
10:00 - 14:00	B2B Auditorium 1: Software-Conference "Technology driven Business Model Innovation" with TomTom, Movimento, Jasper, Inrix, Clareo and Accenture (public/offen)
11:00 - 15:00	B2B Workshop room 1: 11. Discussion by the Smart City Forum Closed event / geschlossene Gesellschaft



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Connected Car

10:00 - 11:00	Digital Lifestyles and the Connected Car – New Services transform the Consumer Experience and Drive New Business Models Moderated by PwC: “PwC Connected Car Study”, PwC; “Opel Onstar - Your personal connectivity and service assistant”, Opel OnStar; “How to Connect? Intelligent Cloud Services for the Future of Mobility”, Susi&James; “Global Business Models for Connected Car Services”, Jasper
11:00 - 12:00	Telematics transform Mobility Vodafone, Targa Infomobility Srl, Metasystem, Riccardo
12:00 - 12:30	“Accelerating Development through Simplified Architecture”, Parrot
12:30 - 12:50	„Fahren 4.0 – ein neuer Denkansatz für die digitale Mobilität“ trive.me Michael Pollner
13:15 - 14:15	Automated Driving and New Paradigms of HMI (Moderated by EY with experts from Quanergy, Neonode) Intro by Peter Fuss, Senior Advisory Partner Automotive, EY; “From ADAS to Autonomous to Driverless Cars - The Road Ahead”, Louay Eldada, CEO and Co-Founder, Quanergy; “HMI and Automated Driving – A New Paradigm”, Neonode; “The Autonomous Car: From Student Pilot to Copilot”, Alon Atsmon, VP of Technology Strategy, Harman
14.15 - 14:45	Artificial Intelligence in the Connected Car Nils Lenke, Director, Project Management, Nuance Mobile R&D, Nuance
14:45 - 15:30	The Role of Security in Connected Mobility Gemalto “Security in the Connected Car”; Baimos “Cybersecurity - Making Connected Cars and Digital Infrastructures Secure”; Q&A (10 min) moderated by Harry Strasser, Executive Partner, New Mobility World

Digital Infrastructure

10:00 - 10:50	“The Role of 5G in the Connected, Driverless Car” Jochen Apel, Alcatel Lucent; Dr. Christoph Bach, Ericsson; Panel moderated by Harry Strasser with Alcatel Lucent, Ericsson and Dr. Ilja Radusch, Fraunhofer FOCUS
13:00 - 13:15	“Market Research based on User-Generated Content”, Baur, Anacode
13:15 - 14:00	Usage-Based Insurance – How the Connected Car transforms the Insurance Sector (Moderated by Lukas Neckermann with experts from Allianz, Jos Brunner, Philips “Fit to Perform”



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Urban Solution Market	
10:00 - 10:10	Pressegespräch "Smart City Forum" [ui!] the urban institute: Prof. Dr. Dr. e.h. Lutz Heuser
10:10 - 10:20	Übersicht Smart City Forum und Vorstellung der Ausstellungspartner
10:20 - 10:40	Kurzbeiträge Städte Stadt Köln: Dr. Barbara Möhlendick; Stadt München: Klaus Illigmann; Stadt Wiesloch: Oberbürgermeister Franz Schaidhammer
10:40 - 10:50	Kurzbeiträge Industrie: Microsoft: Alexander Britz
10:50 - 11:00	Kurzbeiträge SMEs Ampido: Adalbert Rajca; Cleverciti: Thomas Hohenacker
14:00 - 14:30	Smart Lighting – Shuffle – Intelligente Lösungen für die Stadt von Morgen Schröder: Koen van Winkel
14:30 - 15:00	Vehicle Insights SAP: Stephan Brand
15:00 - 15:30	Elektromobilität und Energiewende in der Smart City Dortmund, TU Dortmund: Dr. Fritz Rettberg
15:30 - 16:00	Sharing mobility for greener cities and more living space Event of Gesellschaft für Internationale Zusammenarbeit (GIZ). Moderator: Michel Arnd; Christoph Becker; scoo.me: Christoph Becker; Drivy: Gero Graf; ParkU: Wesam Iwas
16:00 - 16:30	Mobia – Mobilität für alle in Stadt und Land ISO Institut: Prof. Bieber
16:30 - 17:00	SAP Traffic Control SAP: Norbert Koppenhagen
17:00 - 17:30	Intermodal Apps: the best & fastest way from A to B Moderator: Anil Valsan, EY; moovel: Thomas Fridrichs, Head of Partner Management; Qixxit: tbd.; Ubeepo: Pierre Garcia, MD
17:30 - 18:00	Smart Intersection ATG International: Dr. Joachim Schaper
Multimodal Market Hall	
10:00 - 10:30	Chancen für Autohäuser durch Carsharing Moderator: Andreas Nelskamp; Santander-Carsharing: Harald Stober; Ford-Carsharing: Peter Rumswinkel
10:30 - 11:00	"New Mobility" für Dienstreisen: Spezifische Anforderungen der Unternehmen Moderator: Andreas Nelskamp; Concur/SAP: Jörg Gerhardt, Director Business Development; Amadeus Travel: Peter Tomes, Head of Provider and Corporate Solutions; car2go: Cornelius Kiermarsch; drive-now; Gabriele Gerlof, Head of Sales North
11:15 - 12:00	Technology & hardware: Current state and future trends for vehicle sharing (car, bike, scooter) and fleet management Moderator: Sandra Philips (movmi), Founder; Invers: Alexander Kirn, MD; Carzapp: Oliver Lünstedt, Managing Director; Ota Keys: Philippe Fournet-Fayat; Autoaid, Moritz Funk, CEO; Baimos: Philip Spangenberg, MD
12:00 - 12:30	Transformation through booking systems (parallels to the travel industry) Intro: Andreas Nelskamp, Amadeus Travel: Peter Tomes, Head of Provider and Corporate Solutions; Carjump: Michel Stumpe, MD
14:00 - 14:30	Fleet-Management Services Moderator: team-red: Bodo Schwieger, MD; Ubeego: Pierre Garcia, MD; Carzapp: Oliver Lünstedt, MD; Ametras: Stefan Fuhrer, MD; bill-x: Kai Schwermann, MD
14:30 - 15:00	Elektro-Autos im Carsharing Einsatz Panel tbc.
15:00 - 15:30	Effects of autonomous driving on carsharing, taxi, ridesharing, etc. Moderator: EY, Peter Fuß, Senior Advisory Partner Automotive; Continental: tbd.; Bosch/ZF: tbd.
15:30 - 16:00	Mobile Communication and innovations as key to mobility and transport of the future Moderator: Anil Valsan, EY; SemVox: Jochen Steigner, CSO; ekoio: Immanuel Rybarcyk, Leiter Marketing/PR; further follow



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Multimodal Market Hall	
16:00 - 16:30	Who will be the future mobility service providers? Moderator Harry Strasser, Executive Partner New Mobility World; Deutsche Telekom: Edwin Fischer, Technology Business Partner; Gemalto: Michael Tworek, Strategic Account Director Automotive; ZF Friedrichshafen, Margorzata Wiklinska, Head of ZF Denkfabrik; Carjump: tbc.
16:30 - 17:00	Carsharing & New Mobility in der Kleinstadt und auf dem Land Ernst & Young: Dr. Rainer Scholz, Head of Mobility Innovation Group; Panelists follow
17:00 - 17:30	Sustainable mobility through digital solutions. Event of German Partnership of Sustainable Mobility of GIZ Stephan Leppler, InnoZ; Moovel, tbd.; Smartlane, Florian Schimandl; Ally, Isabel Flores (tbc)
17:30 - 18:00	Sharing & Fun: Scooters and E-boards Moderator: Andreas Nelskamp; Emio-sharing: Valerian Seither, MD; Scoo.me: Christoph Becker; UNU, tbd.
Startup Zone	
10:00 - 11:30	Flex – Moving from “Sketch to Scale” Flex
11:30 - 12:00	Innovations in HMI – Creating intuitive interfaces that increase comfort and improve safety Aito, Guardian Optec, Arkamys, Semvox
12:00 - 12:30	ADAS and Automated Driving Schutzranzen, Brightway Visions, Commsignia, OriginGPS
12:30 - 13:00	Connected Car & Fleet Management Beestar, VimCar
13:00 - 13:30	New Services transform Mobility and the Connected Car Experience autoaid, mila, cross-marketplaces, shippies, opentabs
13:30 - 14:00	The Sharing Economy – Access versus Ownership Qucit, Call-a -Bike, Car Jump, Carzapp, flyt.club, scoo.me, Invers
14:00 - 14:30	Parking Made Easy – Innovations that simplify the daily quest for parking PARKU, Parkjockey, Parkpocket, ParkHere
14:30 - 15:00	The Sharing Economy – Access versus Ownership Moderator: Thomas Herlin
15:00 - 16:00	Be Inspired – Innovative Startups that will amaze you Will be announced following the initial pitches