

## **Einladung**

zum Kolloquium

**Prof. Dr. Stefan-Alexander Schneider**

(Hochschule für angewandte Wissenschaften Kempten)

spricht über das Thema

**"IT as Enabler for Advanced Driver Assistance Systems"**

Termin: Mittwoch, 24.02.2016, 9:00 Uhr

Ort: Hauptgebäude, 0.18

### Abstract:

"At the moment a fundamental change in the structure of automotive IT organizations can be observed. This is due to the fact that software update cycle in automotive, about 1 year, in comparison with Apple, Google or Tesla is much too long. The entertainment industry is constantly proceeding ahead much faster than the automotive industry. On top of this, new emerging platforms like Apple CarPlay and Android Auto are providing the look and the feel of a mobile phone regarding the control of the car. The vehicle itself is getting more and more as an "ultimate mobile application or app". This shows the need of speeding up the Time-to-Market of new innovations in automotive industry. The structure of IT departments has to support these process. No wonder that CIOs of car manufacturers are looking for new structures in their IT departments that enable faster cycle update for automotive applications taking in consideration safety and security requirements.

The presentation lines out this development and the consequences on the OEMs and their IT departments. And how in software development not questioned IT methods find their way in not only the development of automotive controller software. This is in particular of interest for Advanced Driver Assistance Systems and Self Driving Cars."

**Alle InteressentInnen sind herzlich eingeladen!**