



Sensors Expo & Conference Launches Automotive & Autonomous Vehicle Sensors Workshop

Speakers include executives from Magna International, PolySync, ON Semiconductor, and Quanergy

Newton, MA – April 25, 2017 –Sensors Expo & Conference (#Sensors17) the nation's leading event focusing exclusively on sensors and sensor-integrated systems, today announced details of a new Automotive & Autonomous Vehicle Sensors Workshop to take place on Wednesday, June 28. Spearheaded by Willard Tu, Executive Vice President, DSP Concepts, Inc., the half day workshop will feature a series of panel discussions focusing on sensors and their role in automotive and autonomous vehicles. In addition, the Autotech Council will host a “Startup Review” to highlight new and exciting startups in the automotive sensing industry on Wednesday, June 28.

Quick Links:

- Automotive at Sensors Expo: sensorexpo.com/automotive
- Registration: sensorexpo.com/register
- Education: sensorexpo.com/schedule
- Exhibitor List: s36.a2zinc.net/clients/Questex/Sensors17/Public/Exhibitors.aspx
- Social Media channels: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#)

As the autonomous vehicle movement gains momentum, sense technologies are playing an integral role in enabling Advance Drive Assistance System (ADAS) features - the building blocks to autonomous driving capabilities. As sensors like LiDAR, Radar, and Cameras become more cost-effective, vehicle OEMs are offering more ADAS features to the market. Panelists during the workshop will also discuss advances in machine learning & software solutions and trends among processing, CPUs and analysis. Attendees will have the exclusive opportunity to win a RearVision – the only wireless automotive backup camera and intelligent alert system from Pearl Automation Inc.

According to Tu, “Vehicle OEMs have pledged huge investments and triggered M&A activities around the autonomous vehicle movement. Catapulted by this momentum, our workshop was designed to educate attendees on the shift in traditional automotive electronics and move toward high-performance computer platforms, designed to fuse data from an array of vehicle sense elements as well as data from V2X sources. Our content rich agenda and dynamic speakers will offer attendees a detailed look into the key trends and technologies impacting this market today and how to effectively integrate sense technologies into the autonomous vehicles of the future.”

Speakers include:

- [Aniket Saha](#) - Director CPU, ARM
- [Boris Shulkin](#) - Vice President, R&D, Magna International Inc.
- [Geoff Ballew](#) - Senior Director Product Marketing, ON Semiconductor
- [Louay Eldada](#) - CEO & Co-Founder, Quanergy
- [Josh Hartung](#) - Co-Founder & CEO, PolySync

- [Felix Heide](#) - Chief Scientist, Algolux
- [Satish Jha](#) - Chairman & CEO, XCube Communication

Also new this year, the Autotech Council will host a “Startup Review,” featuring a handpicked selection of companies poised to shake up the automotive industry. These entrepreneurs will share their vision for the future of the vehicle and mobility industry. Grilled by an expert panel and moderated by Autotech Council’s Executive Director, Liz Kerton, these startups will be put through their paces, offering attendees the opportunity to decide who is most likely to succeed.

About Sensors Expo & Conference

The 2017 [Sensors Expo & Conference](#) will take place June 27-29 at the McEnery Convention Center in San Jose, California. Sensors Expo is supported by the event’s official publication, [Sensors Magazine](#), the industry’s leading resource and authority on sensing, communication, and control. Sensors Expo & Conference is produced by [Questex LLC](#), a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA.

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