

The 46th International Spring Seminar On Electronics Technology

10th – 14th May 2023, Timișoara, Romania

"Revolutionizing the Electronics Ecosystems – Chiplet and Heterogeneous Integration"



Keynote speaker:

Name: Christian von Albrichsfeld

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Company: Continental Romania

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Title of the presentation: *The Software-defined Vehicle and Its Effects on Vehicle Architecture*

Short CV:

Christian von Albrichsfeld graduated at the Technical University in Darmstadt, Germany in 1992 and received a doctoral degree in robotics and artificial intelligence from the same University in 1997.

In the same year he joined the technology company Continental, being today one of the most important suppliers for the automotive industry worldwide, where he worked in research projects and in the technical management for innovative automotive systems.

Since 2009 he is the General Manager of Continental Automotive Romania, representing also as Country Head Continental in Romania, coordinating it's activities with currently more than 19.000 employees in Timisoara, Sibiu, Brasov, Nadab, Carei and Iasi at national level. At the same time, he is the manager for Research and Development. In 2012 he received the title of Honorary Professor of the Polytechnic University Timisoara. He is vice president of the German Economic Club Banat, vice president of the Executive Board of the Polytechnic University of Timisoara and vice president of the German-Romanian Chamber of Industry and Commerce.

2018 and 2022 he was awarded CEO of the Year by Automotive Today and The Diplomat. He received the Forbes Business Award 2017 and was nominated Forbes Business Hero 2020 and Forbes Personality of the Year 2021 in the Domain Auto. In 2023 he was awarded the title Dr. honoris causa by the Polytechnic University Timisoara. He is permanently engaged in the collaboration between economic and educational institutions, a collaboration which not only has a scientific component, reflected in research and development but also an institutional one for improving the educational academic system and its' adaptation to global standards. His commitment to education has also extended to the undergraduate level, being one of the initiators for reintroducing vocational schools in Romania, a project in which Continental is a partner of the pilot classes in Timisoara, Carei, Brasov and Sibiu, being also member of the German-Romanian Steering Committee for dual professional education.

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Abstract:

Changes in technology, sociologic megatrends, as urbanization, aging population, and socio-political trends as green and sustainable mobility are marking the directions in the automotive industry. Megatrends like connected cars, autonomous driving vehicles, shared mobility and electric cars lead to vehicles which will be defined by functionality and software.

Cars will become part of a mobility ecosystem. This is leading to a transformation of the vehicle architecture implemented in current series vehicles: A patchwork architecture where functionalities are isolated in up to 100 ECUs with individual interfaces and a lot of cabling ensuring the electric and electronic connection is going to be replaced by a function-defined architecture with few high-performance computers and zone computers, with standardized interfaces, where the cabling will be halved.

The presentation will describe after a short overview of the megatrends this development in more details.