



International MOST Conference & Exhibition

23 March 2010

Frankfurt (Germany)



Top Professionals from Automotive Electronics

Highlights and Future Technologies

MOST – The Multimedia Network

International MOST Conference & Exhibition

23 MARCH 2010

FRANKFURT - GERMANY

Welcome to the MOST Forum



The MOST Forum, the second international MOST Conference and Exhibition, invites you to Frankfurt, Germany, to a one-day congress with numerous specialists presenting the latest and future technologies and applications on MOST based infotainment technology. The objective of the MOST Forum is to bring together top professionals from the automotive electronics industry and academia to exchange information and results

of recent business and work on systems, circuits, technologies, processes and applications.

The conference will provide a forum for a broad audience reaching from researchers, designers, engineers, system developers, to purchasers and journalists, and to the managers of the industries involved.

Speakers

Sabeen A	<i>Nestgroup</i>
Dr. Steffen Abbenseth	<i>Volkswagen</i>
Markus Becht	<i>Harman/Becker</i>
Andreas Braun	<i>FZI (Research Center for IT)</i>
Dr. Oliver Bringmann	<i>FZI (Research Center for IT)</i>
Stephan Esch	<i>Audi</i>
Dr.rer.nat. Bernhard Fechner	<i>University Hagen</i>
Tobias Follner	<i>K2L</i>
Thomas Gschwandtner	<i>Daimler</i>
Rico Hauke	<i>Daimler</i>
Yukitoshi Inui	<i>TOYODA GOSEI</i>
Georg Janker	<i>RUETZ SYSTEM SOLUTIONS</i>
Jens Koetz	<i>Audi</i>
Prof. Dr. Juergen Krapp	<i>Univ. of Applied Science Aalen</i>
Dr. Alexander Leonhardi	<i>Daimler</i>
John Leslie	<i>Jaguar</i>
Dr. Jens Christian Lisner	<i>TUEV Nord</i>
Ross McMurrin	<i>University of Warwick</i>
Chris Mesnager	<i>TOYODA GOSEI</i>
Josef Noebauer	<i>Continental</i>
Naoyuki Okita	<i>TOYODA GOSEI</i>
Prof. Dr. Wolfgang Rosenstiel	<i>FZI (Research Center for IT)</i>
Alexander Schneidenbach	<i>Audi</i>
Harald Schoepp	<i>SMSC</i>
Johannes Specht	<i>TUEV Nord</i>
Dr. Matthias Stümpfle	<i>Daimler</i>
Helge Zinner	<i>Continental</i>

Exhibition

Exhibiting at the MOST Forum offers providers of MOST solutions the opportunity to present their services and latest designs to engineers and technical management of the infotainment society. There are additional opportunities to be recognized by the top professionals from the automotive electronics industry by sponsoring the conference or placing an ad in the Elektronik automotive special edition accompanying the MOST Forum 2010. The following companies have already reserved their space:



Knowledge Partner

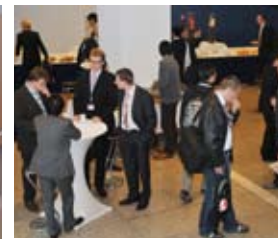
Media Partners

Industry Partners

Organization



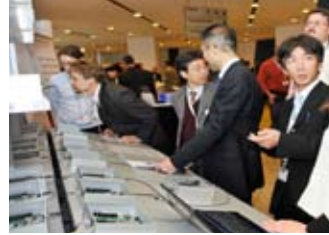
Conference Program



10.00	Registration and Reception Coffee <i>Exhibition Opens</i>	
10.30	Opening and Welcoming Speech <i>Moderation: Henry Muyschondt, MOST Cooperation</i>	
10.35	MOST150 - Development and Production Launch from an OEM's Perspective <i>Jens Koetz / Stephan Esch / Alexander Schneidenbach, Audi</i>	Keynote Speech
11.00	Dependencies of Bandwidth of Polymer Optical Fiber for MOST Systems <i>Prof. Dr. Juergen Krapp, University of Applied Science Aalen</i>	MOST Physical Layer
11.25	High Speed 500 Mbps GaN Green LEDs and their Application to POF Communication Module <i>Yukitoshi Inui / Chris Mesnager / Naoyuki Okita, TOYODA GOSEI</i>	
11.40	Use of the MOST150 Physical Layer Stress Test Tool in Development and Production <i>Georg Janker, RUETZ SYSTEM SOLUTIONS</i>	
12.00	Automated Determination of Worst-Case Scenarios for the MOST Optical Physical Layer Specification Rev. 3.0 <i>Andreas Braun / Dr. Oliver Bringmann / Prof. Dr. Wolfgang Rosenstiel, FZI (Research Center for Information Technology); Markus Becht, Harman International Automotive Division</i>	
12.15	Lunch / Networking / Exhibition	
13.45	MOST Control Channel Modelling <i>John Leslie, Jaguar; Ross McMurrin, University of Warwick</i>	MOST Modelling and Simulation
14.10	Analysis and Cure of Timing Master Faults <i>Dr. rer. nat. Bernhard Fechner, University Hagen</i>	
14.25	MHP Protocol Verification and Performance Analysis of Different MHP Configurations Using Virtual Prototypes <i>Andreas Braun / Dr. Oliver Bringmann / Prof. Dr. Wolfgang Rosenstiel, FZI (Research Center for Information Technology)</i>	
14.45	MOST150 for Safety Related Applications <i>Dr. Jens Christian Lisner / Johannes Specht, TÜV Nord</i>	
15.10	Coffee Break / Networking / Exhibition	
15.40	Using UPnP in a MOST Environment <i>Dr. Alexander Leonhardi / Thomas Gschwandtner / Rico Hauke / Dr. Matthias Stümpfle, Daimler</i>	MOST Networking and System Architecture
16.05	UPnP as proposal for a MOST / IP bridge <i>Josef Noebauer / Helge Zinner, Continental</i>	
16.20	High Performance Audio Streaming Framework for MOST <i>Sabeen A, Nestgroup</i>	
16.35	Using MOST as General Purpose Communication Protocol <i>Tobias Follner, K2L</i>	
16.50	MOST Within and Beyond Infotainment <i>Harald Schöpp, SMSC</i>	
17.10	Evaluation of MOST150 Technology <i>Dr. Steffen Abbenseth, Volkswagen; Alexander Schneidenbach, Audi</i>	
17.30	Conclusion and End of Conference <i>Exhibition Closes</i>	

Registration

The MOST Forum, the international MOST Conference and Exhibition, invites you to Frankfurt, Germany, to a one-day congress with numerous specialists presenting the latest and future technologies and applications on MOST based infotainment technology:



The registration fee includes:

- Entrance to all conference sessions and exhibition at the MOST Forum on March 23, 2010
- Conference Proceedings
- Refreshments
- Buffet lunch

Please register by March 10, 2010, by sending this form via mail, fax or e-mail to:
MOST Forum | Maximilianstrasse 8 | 82319 Starnberg | Germany
T +49 8151 555009 11 | F +49 8151 555009 10
E contact@mostforum.com | W www.mostforum.com

Herewith I register for the MOST Forum on March 23, 2010, in Frankfurt. I accept the terms and conditions.

- Early Registration by December 31, 2009: 169 Euro
- Regular: 249 Euro
- Members of the MOST Cooperation: Free
- University faculty and students: 49 Euro (Please include details of eligibility.)
- Speakers, members of the program committee and press: Free
- Sponsors: 3 free passes

Please send the registration confirmation and invoice to:

Name	<input type="text"/>		
Company	<input type="text"/>		
VAT-ID-No. (for non-German EU only)	<input type="text"/>		
Title / Position / Department	<input type="text"/>		
Street / Mail box	<input type="text"/>		
Country - Zip Code - Town	<input type="text"/>		
Telephone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>		
Town, Date, Signature	<input type="text"/>		
I prefer to pay by credit card:			
Credit card No.	<input type="text"/>		
Cardholder	<input type="text"/>	expiration date	<input type="text"/> / <input type="text"/>

Terms and Conditions: All fees exclude German VAT. This written registration is effective. The number of participants is limited. The invoice will be mailed with the confirmation of conference registration. Invoices have to be settled for participation. A written cancellation is free before January 31, 2010. A deregistration within four weeks before the MOST Forum will cost 50 %. For non-attendance and late notice the whole fee plus VAT per person will be charged. A substitute of the registered participant will be accepted. The qaqadu event gmbh reserves the right to cancel or modify the MOST Forum and place at short notice and will not accept liability for any costs incurred by participants or their organisations including but not limited to cancelled travel arrangements and/or accommodation reservations.

Conference Location

Frankfurt Marriott Hotel
Hamburger Allee 2
60486 Frankfurt/Main
Germany

T +49 69 7955 0
F +49 69 7955 2260
W www.frankfurt-marriott.com

For accommodation, a special rate of 155 Euro (per room and night) is available. Please contact the hotel directly referring to „MOST Forum“:

Frankfurt Marriott Hotel
T +49 69 7955 2222
F +49 69 7955 2265
E mhrs.fradt.reservations@marriott.com

For further accommodation close to the conference location please see www.hrs.com.

For more information on the MOST Forum please see www.mostforum.com or contact us:

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W www.mostforum.com

The MOST Forum is presented by qaqadu event gmbh as host and organizer:

qaqadu event gmbh
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Germany