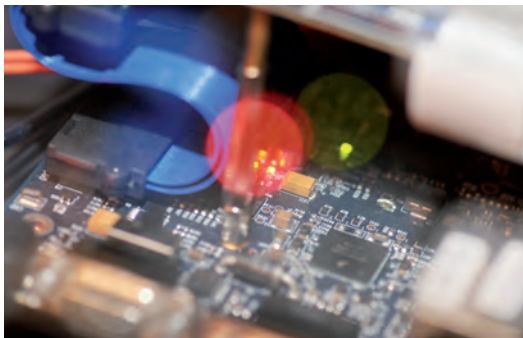


# MOST<sup>®</sup> FORUM

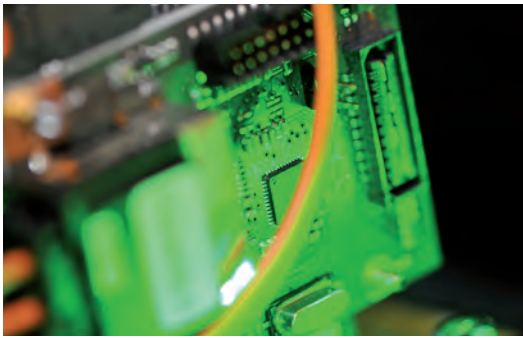
20 March 2012  
Stuttgart/Esslingen (Germany)



**ENTERTAINMENT  
INFORMATION  
MOBILE CONNECTIVITY  
CONNECTED SERVICES  
DRIVER ASSIST**



**INDUSTRY PROFESSIONALS  
AND ACADEMIA  
TECHNOLOGY HIGHLIGHTS  
AND FUTURE OUTLOOK**



**MOST - One Network for Many Applications**

Exhibitors:



# International MOST Conference & Exhibition

20 MARCH 2012 STUTT GART/ESSLINGEN (GERMANY)



## Conference Program

|       |   |                                      |
|-------|---|--------------------------------------|
| 09.30 | Registration and Reception Coffee<br><i>Exhibition Opens</i>  |                                      |
| 10.00 | <b>Opening and Welcoming Speech</b><br><i>Moderation: Henry Muyshondt, MOST Cooperation</i>   |                                      |
| 10.05 | <b>Keynote</b>  | Keynote Speech                       |
| 10.30 | <b>New Physical Layer Based on All Glass Fiber (AGF) Solution</b><br><i>Hayato Yuki / Kiyoshi Kato / Yuji Nakura / Tetsuji Tanaka, Sumitomo</i>   | MOST Physical Layer                  |
| 10.55 | <b>Outlook on Next Generation MOST Physical Layer with 1 Gbit/s Keeping Today's Optoelectronics and Fiber</b><br><i>Dr. Norbert Weber / Conrad Zerna, Fraunhofer IIS</i>  |                                      |
| 11.10 | <b>High Speed Modulation of Green Lasers and LED</b><br><i>Prof. Dr. Olaf Ziemann / Juri Vinogradov / Sven Loquai, Georg-Simon-Ohm University of Applied Sciences Nuremberg</i>                                 |                                      |
| 11.25 | <b>New MOST Optical Connector</b><br><i>Naoshi Serizawa, Yazaki</i>   |                                      |
| 11.40 | Exhibitor Presentations   |                                      |
| 12.00 | Lunch / Networking / Exhibition   |                                      |
| 13.45 | <b>MOST150 Compliance Testing - Challenges and Test Strategies</b><br><i>Alle Pavan / Patro Gajendra Kumar / Ghislain Simon, Tektronix</i>  | MOST Compliance and Quality          |
| 14.00 | <b>All in One – Data Logging Without Compromise</b><br><i>Marjan Hanc, TTTech Automotive</i>  |                                      |
| 14.15 | <b>Reliability Analysis of a MOST Based Advanced Driver Assistance System Using Virtual Prototypes</b><br><i>Dr. rer. nat. Oliver Bringmann, Sebastian Reiter, Prof. Dr. rer. nat. Wolfgang Rosenstiel, FZI</i> |                                      |
| 14.30 | <b>MOST in Driver Assistance</b><br><i>Dr. Wolfgang Bott, MOST Cooperation</i>  | MOST Network and System Architecture |
| 14.45 | <b>How to Guarantee Application Functionality in a MOST150 Network - An Embedded Systems Approach</b><br><i>Friedrich Schick / Walid El Kassem, X2E; Prof. Dr.-Ing. Norbert Wehn, University Kaiserslautern</i> |                                      |
| 15.00 | <b>Vehicle Access for Mobile Devices Using MOST Framework</b><br><i>Joachim Leonhard, K2L</i>   |                                      |
| 15.15 | Coffee Break / Networking / Exhibition  |                                      |
| 16.15 | <b>Digital Content Protection on MOST</b><br><i>Jochen Klaus-Wagenbrenner, HARMAN</i>   | MOST Network and System Architecture |
| 16.30 | <b>IP Architecture in a MOST Based Infotainment System</b><br><i>Dr. Alexander Leonhardi / Uwe Walter / Rico Hauke, Daimler AG</i>  |                                      |
| 16.50 | <b>MOST - The Versatile Automotive Backbone on its Way into the Future</b><br><i>Harald Schoepp, SMSC</i>   |                                      |
| 17.10 | Conclusion and End of Conference<br><i>Exhibition Closes</i>  |                                      |

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Industry Partner

Organization





## Welcome to the MOST Forum

MOST Forum invites you to Stuttgart/Esslingen, Germany, to the one-day congress with numerous specialists presenting the latest and future innovations on MOST based infotainment technology. The conference will provide a forum for a broad audience from the automotive electronics industry and academia reaching from researchers, designers, engineers, system developers, to purchasers and journalists, and to the managers of the industries involved.

## Speakers

|   |                                     |
|---|-------------------------------------|
| Dr. Wolfgang Bott                       | <i>MOST Cooperation</i>             |
| Dr. rer. nat. Oliver Bringmann          | <i>FZI (Research Center for IT)</i> |
| Marjan Hanc                             | <i>TTTech Automotive</i>            |
| Rico Hauke                              | <i>Daimler AG</i>                   |
| Yuji Nakura                             | <i>Sumitomo</i>                     |
| Walid El Kassem                         | <i>X2E</i>                          |
| Kiyoshi Kato                            | <i>Sumitomo</i>                     |
| Jochen Klaus-Wagenbrenner               | <i>HARMAN</i>                       |
| Patro Gajendra Kumar                    | <i>Tektronix</i>                    |
| Dr. Alexander Leonhardi                 | <i>Daimler AG</i>                   |
| Sven Loquai                             | <i>Univ. of Appl. Sc. Nuremburg</i> |
| Alle Pavan                              | <i>Tektronix</i>                    |
| Sebastian Reiter                        | <i>FZI (Research Center for IT)</i> |
| Prof. Dr. rer. nat. Wolfgang Rosenstiel | <i>FZI (Research Center for IT)</i> |
| Friedrich Schick                        | <i>X2E</i>                          |
| Harald Schoepp                          | <i>SMSC</i>                         |
| Naoshi Serizawa                         | <i>Yazaki</i>                       |
| Ghislain Simon                          | <i>Tektronix</i>                    |
| Tetsuji Tanaka                          | <i>Sumitomo</i>                     |
| Juri Vinogradov                         | <i>Univ. of Appl. Sc. Nuremburg</i> |
| Uwe Walter                              | <i>Daimler AG</i>                   |
| Dr. Norbert Weber                       | <i>Fraunhofer IIS</i>               |
| Prof. Dr.-Ing. Norbert Wehn             | <i>University Kaiserslautern</i>    |
| Hayato Yuki                             | <i>Sumitomo</i>                     |
| Conrad Zerna                            | <i>Fraunhofer IIS</i>               |
| Prof. Dr. Olaf Ziemann                  | <i>Univ. of Appl. Sc. Nuremburg</i> |

## Marketing

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 2012.

## Location

**Neckar Forum**  
Ebershaldenstrasse 12  
73728 Esslingen/Neckar, Germany  
T +49 711 41111 700  
F +49 711 41111 999  
W [www.neckar-forum.com](http://www.neckar-forum.com)

### Accommodation

For accommodation, a special rate of 120 Euro (per night and person, incl. VAT) will be available at the Best Western Premier Hotel Park Consul Stuttgart/Esslingen.

**Best Western Premier Hotel Park Consul**  
T +49 711 41111 0  
F +49 711 41111 699  
E [pcesslingen@consul-hotels.com](mailto:pcesslingen@consul-hotels.com)  
W [www.pcesslingen.consul-hotels.com](http://www.pcesslingen.consul-hotels.com)

Accommodation is also available through HRS booking service.



### Directions

#### By car

Coming from the direction of Karlsruhe, take the Esslingen exit to Esslingen onto the B 10 towards Stuttgart, take the Esslingen-Zentrum exit, follow the Altstadtring aiming for Neckar Forum.  
Coming from the direction of Munich, take the Wendlingen exit to Esslingen via the B 313 onto the B 10, take the Esslingen-Zentrum exit, follow the Altstadtring aiming for Neckar Forum.

#### Distance by car:

From Stuttgart: app. 20 minutes  
From Frankfurt Airport: app. 2 hours  
From Munich: app. 2.5 hours

#### By train

Take the train to Esslingen Railway Station, from there take a taxi (5 minutes).

#### Distance by train:

From Stuttgart: app. 20 minutes  
From Frankfurt Airport: app. 2 hours  
From Munich: app. 2.5 hours

#### By plane

From Stuttgart Airport take a taxi (20 km, app. 25 minutes).

Further details are available at: [www.mostforum.com/location/](http://www.mostforum.com/location/)

## Registration

The MOST Forum is looking forward to welcoming you to Stuttgart/Esslingen, Germany, to this one-day international MOST Conference and Exhibition 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 20, 2012
- Conference Proceedings
- Refreshments
- Buffet lunch

Please register by March 6, 2012, by sending this form via mail, fax or e-mail to:  
qaqadu event gmbh | 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/we register for the MOST Forum on March 20, 2012 in Stuttgart/Esslingen. I accept the terms and conditions.**

- Early Registration by December 31, 2011: 169 Euro
- Regular: 249 Euro
- Members of the MOST Cooperation: Free
  - I will attend the cocktail reception on March 19, 2012.
  - I will attend the All Members Meeting on March 20, 2012.
- University faculty and students: 49 Euro (Please include details of eligibility.)
- Speakers, members of the program committee and press: Free
- Sponsors: 3 free passes

**Company/Institution:**

Attendant: Ms./Mr. 1st Name:  Last Name:

Title:  Position/Department:

Telephone:  E-Mail:

City, Date:  Signature:

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Attendant: Ms./Mr. 1st Name:  Last Name:

Title:  Position/Department:

Telephone:  E-Mail:

City, Date:  Signature:

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City, Date:  Signature:

**Please send the invoice to:**

Company/Institution

PO-No.  VAT-ID-No. (for non-German EU only)

Street Address / PO box

Country - Zip Code - City

I/we prefer to pay by credit card:

Credit Card No.

Cardholder  Expiration Date  /

Terms and Conditions: All fees exclude German VAT. This written registration is effective. The number of participants is limited. The invoice will be mailed a few weeks prior to the event. Invoices have to be settled for participation. A written cancellation is free before January 20, 2012. 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. The event will be documented with photos and videos that will be published in various media. The participant agrees to his pictures being used for marketing and public relations purposes.

**Conference Location**

Neckar Forum  
Ebershaldenstrasse 12  
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Germany  
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W www.neckar-forum.com



For more information on the MOST Forum please see [www.mostforum.com](http://www.mostforum.com) or contact us:

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The MOST Forum is presented by qaqadu event gmbh.

qaqadu event gmbh  
Maximilianstrasse 8  
82319 Starnberg  
Germany