



International MOST Conference & Exhibition

5 April 2011

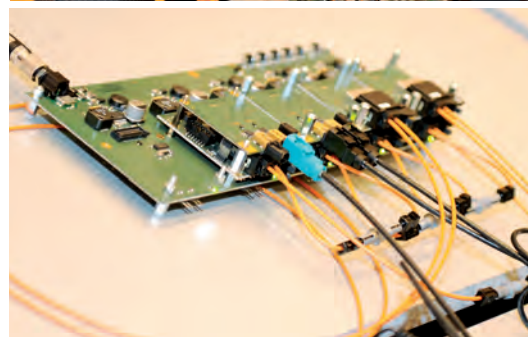
Frankfurt (Germany)



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



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



MOST - One Network for
Many Applications



Welcome to the MOST Forum

MOST Forum invites you to Frankfurt, Germany, to the one-day congress with numerous specialists presenting the latest and future innovations on MOST based infotainment technology. The objective of the international MOST Conference and Exhibition 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

| | |
|-------------------------------------|--|
| Marcus Bösing | <i>Daimler</i> |
| Andreas Braun | <i>FZI (Research Center for IT)</i> |
| Dr. Oliver Bringmann | <i>FZI (Research Center for IT)</i> |
| Prof. Dr. Christian Alexander Bunge | <i>Univ. of Appl. Sciences Leipzig</i> |
| Stephan Esch | <i>Audi</i> |
| Tobias Follner | <i>K2L</i> |
| Rico Hauke | <i>Daimler</i> |
| Peter Häußermann | <i>Daimler</i> |
| Andreas Hohn | <i>Alpine</i> |
| Matthias Karcher | <i>SMSC</i> |
| Dr. Alexander Leonhardi | <i>Daimler</i> |
| Josef Noebauer | <i>Continental</i> |
| Carlos Pardo | <i>KDPOF</i> |
| Torsten Pech | <i>Daimler</i> |
| Rubén Pérez de Aranda | <i>KDPOF</i> |
| Prof. Dr. Wolfgang Rosenstiel | <i>FZI (Research Center for IT)</i> |
| Ben Sahl | <i>Elektrobit</i> |
| Michael Schmidt | <i>GOEPEL electronic</i> |
| Alexander Schneidenbach | <i>Audi</i> |
| Harald Schöpp | <i>SMSC</i> |
| Prof. Dr. Joachim Speidel | <i>University of Stuttgart</i> |
| Dr. Viktor Tiederle | <i>Relnetyx</i> |
| Stefan Wachter | <i>Daimler</i> |
| Yixuan Wang | <i>University of Stuttgart</i> |
| Prof. Dr. Olaf Ziemann | <i>Univ. of Appl. Sc. Nuremberg</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. The following companies have already reserved their space:



BMW Group



DAIMLER

GADV



HAMAMATSU
PHOTON IS OUR BUSINESS



MOST
COOPERATION

RUETZ
SYSTEM SOLUTIONS

SMSC
SUCCESS BY DESIGN

TfTech

vector

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 2011.

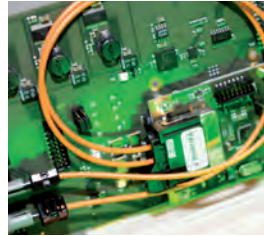
Knowledge Partner

Media Partners

Industry Partner

Organization





Conference Program

| | | |
|-------|--|---|
| 09.30 | Registration and Reception Coffee <i>Exhibition Opens</i> | |
| 10.00 | Opening and Welcoming Speech <i>Moderation: Henry Muyshondt, MOST Cooperation</i> | |
| 10.05 | Challenges of MOST in the Second Decade <i>Peter Häußermann, Daimler</i> | Keynote Speech |
| 10.30 | Introduction of MOST150 into Series Projects <i>Stephan Esch / Alexander Schneidenbach, Audi</i> | MOST Networking and System Architecture |
| 10.50 | MOST Middleware and Framework Solutions <i>Tobias Follner, K2L</i> | |
| 11.10 | Automated Performance Evaluation of the MOST High Protocol Using Virtual Prototypes <i>Rico Hauke / Dr. Alexander Leonhardi, Daimler; Andreas Braun / Dr. Oliver Bringmann / Prof. Dr. Wolfgang Rosenstiel, FZI (Research Center for Information Technology)</i> | |
| 11.25 | Payload Efficiency and Network Considerations of MOST and Ethernet <i>Josef Noebauer / Helge Zinner, Continental</i> | |
| 11.40 | Exhibitor Presentations | |
| 12.00 | Lunch / Networking / Exhibition | |
| 13.45 | Investigation and Simulation of High Speed Gigabit Transmission for POF Based MOST Networks <i>Andreas Hohn, Alpine; Prof. Dr. Joachim Speidel / Yixuan Wang, University of Stuttgart</i> | MOST Physical Layer |
| 14.05 | A Robust and Low-cost MOST for Automotive 1000 <i>Carlos Pardo / Rubén Pérez de Aranda, KDPOF</i> The New Gigabit POF-Standard for Home Networking - New Possibilities for Automotive Applications as well <i>Prof. Dr. Christian Alexander Bunge, DKE WG 412.7.1, University of Applied Sciences Leipzig; Prof. Dr. Olaf Ziemann, University of Applied Sciences Nuremberg</i> | |
| 14.30 | Benchmark of MOST Components – Idea, Concept and Experience <i>Dr. Viktor Tiederle, Relnetyx</i> | |
| 14.45 | Ring Break or other Diagnostics through the Electronic Control Line (ECL) <i>Ben Sahl, Elektrobit</i> | |
| 15.00 | Coffee Break / Networking / Exhibition | |
| 16.00 | Testing the New MOST150 Capabilities – A How to for Testing and Validating the New Isochronous and IP/Ethernet Features of MOST150 <i>Matthias Karcher, SMSC</i> | MOST Test and Production |
| 16.15 | Test Description and Automation for Software Verification on Virtual Prototypes Using the TTWorkbench <i>Andreas Braun / Dr. Oliver Bringmann / Prof. Dr. Wolfgang Rosenstiel, FZI (Research Center for Information Technology)</i> | |
| 16.30 | End-of-Line Testing for Quality Assurance <i>Michael Schmidt, GOEPEL electronic</i> | |
| 16.45 | MOST150's New Features in a Series Project <i>Marcus Bössinger / Dr. Alexander Leonhardi / Torsten Pech / Stefan Wachter, Daimler</i> | MOST Road into the Future |
| 17.10 | MOST – The Way Ahead <i>Harald Schöpp, SMSC</i> | |
| 17.30 | Conclusion and End of Conference <i>Exhibition Closes</i> | |

Registration

The MOST Forum is looking forward to welcoming you to Frankfurt, 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 April 5, 2011
- Conference Proceedings
- Refreshments
- Buffet lunch

Please register by March 21, 2011, 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 April 5, 2011, in Frankfurt. I accept the terms and conditions.

- ☐ Early Registration by December 31, 2010: 169 Euro
☐ Regular: 249 Euro
☐ Members of the MOST Cooperation: Free
☐ I will attend the cocktail reception on April 4, 2011.
☐ I will attend the All Members Meeting on April 5, 2011.
☐ University faculty and students: 49 Euro (Please include details of eligibility.)
☐ Speakers, members of the program committee and press: Free
☐ Sponsors: 3 free passes

Attendant: Ms./Mr. 1st name: last name:
Position/Department:
Telephone: E-Mail:
Town, Date: Signature:

Attendant: Ms./Mr. 1st name: last name:
Position/Department:
Telephone: E-Mail:
Town, Date: Signature:

Attendant: Ms./Mr. 1st name: last name:
Position/Department:
Telephone: E-Mail:
Town, Date: Signature:

Please send the registration confirmation and invoice to:

Company/Institution
VAT-ID-No. (for non-German EU only)
Street / Mail box
Country - Zip Code - Town
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 with the confirmation of conference registration. Invoices have to be settled for participation. A written cancellation is free before January 31, 2011. 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

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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E contact@mostforum.com
W www.mostforum.com

The MOST Forum is presented by qaqadu event gmbh.

qaqadu event gmbh
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