

ASLEEP AT THE WHEEL?

IN-CABIN MONITORING FOR AUTOMOTIVE SAFETY.

This distinguished panel of experts brings together some of the foremost sensor and System-on-chip (SoC) suppliers and in-cabin monitoring specialists who are pivotal in driving the burgeoning interior sensing market.

According to data provided by the World Health Organization, it is a grim reality that more than 1.3 million people lose their lives annually due to the tragic outcomes of road traffic accidents, further exacerbating the situation with a staggering 20 to 50 million individuals being left with non-fatal injuries. These disheartening statistics have inspired regulators and

governments globally to push for vehicular safety through stringent regulations, emanating from Europe and China initially.

The pending European General Safety Regulations, in place from July and set to become standard across the automotive industry, have been motivated by an unwavering commitment to driver and passenger safety, but also by the rapid evolution of automotive technology. Pivotal in this revolution is interior sensing, playing a critical role in monitoring drivers for distraction and fatigue, as well as tracking movements of other vehicle occupants for safety and convenience.

This panel discussion will be moderated by Sri Parameswaran, Head of School and Professor, School of Electrical and Computer Engineering at Sydney University. The panellists will deliberate on a range of topics from emerging technology trends to innovative packaging options, seamless connectivity and integration points for Advanced Driver Assistance Systems (ADAS), including transformative Driver & Occupant Monitoring System technology, as well as implications for automakers as they meet compliance and offer their customers unique and compelling solutions.

MODERATOR



Sri Parameswaran
Head of School and Professor,
School of Electrical and Computer
Engineering at Sydney University

<https://www.linkedin.com/in/sri-parameswaran-57ab09/>



Jude Angelo Ambrose
Head, Advanced Embedding,
Seeing Machines Limited

<https://www.linkedin.com/in/jude-angelo-ambrose-2080817/>



Naehyuck Chang
Executive Vice President,
Samsung SDI America

<https://www.linkedin.com/in/naehyuck/>



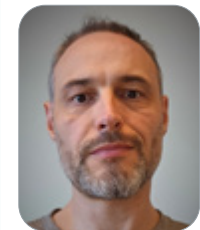
Sumant Paranjpe
Director of Engineering (Automotive
Compute Systems), Qualcomm

<https://www.linkedin.com/in/sumantparanjpe/>



Senya Pertsel
Senior Director of Marketing,
Ambarella

<https://www.linkedin.com/in/senya-pertsel-017a63/>



Tomas Geurts
Senior Director R&D,
Omnivision

<https://www.linkedin.com/in/tomas-geurts-4302021/>