

Bosch to present comprehensive solutions for SDV at Automotive Engineering Exposition 2024 YOKOHAMA

May 14, 2024
C/CGR-JP-2024-07

- ▶ Bosch Booth: #394
- ▶ Presentation on 20 different themes centered on software-defined vehicles
- ▶ Christian Mecker, executive vice president of Bosch Corporation to give a presentation at 13:40-14:20 on May 23 (Thu.) together with Microsoft on initiatives on generative AI and automated driving
- ▶ Bosch to launch a special microsite on the official Bosch website
URL: <https://www.bosch.co.jp/aee-2024/>

Tokyo - Bosch Corporation will participate in the Automotive Engineering Exposition 2024 YOKOHAMA, to be held at Pacifico Yokohama from May 22 to 24. The company will offer 20 themes of presentations (37 sessions) centered on software-defined vehicles (SDV) in the three days at the booth. In the exhibition area, Bosch will introduce broad solutions and the latest technologies, including “Decoupled Power Brake” for the first time in Japan.

Presentation: Bosch's comprehensive solutions for SDV

The automotive industry is undergoing rapid changes in recent years toward the realization of SDV. This will affect the way we think about mobility and vehicle development, leading to increase of the importance of software development. Bosch, with its expertise in software as well as hardware, is focusing on developing various solutions for SDV. The company will present the latest trends in SDV and a wide range of solutions that are essential to realize SDV, such as software development, ADAS, motion, and energy.

There will also be a presentation on Generative AI with Microsoft.

- [Date] May 23rd (Thu.) 13:40- 14:20
- [Speaker] Christian Mecker, executive vice president of Bosch Corporation
Mr. Hideo Yoshimi, Principal Architect, Mobility Service Line, Microsoft Corporation
- [Theme] Collaboration Microsoft & Bosch for future ADAS systems /
How Vehicle Motion Control solves car sickness

Exhibition Area: Japan premiere / Decoupled Power Brake

At the exhibition area, Bosch will display “Decoupled Power Brake” which enables separation of the brake system and pedal.

The Bosch special microsite is open. Please check presentation schedule and the latest information from the URL.

URL : <https://www.bosch.co.jp/aee-2024/>

Please see the special microsite or below for details on the presentation schedule from May 22 to 24.

* Schedule may be subject to change.

* Please note that some of the presentations may be conducted in English only.

	Time	Contents
May 22nd (Wed.)		
1	10:15-10:35	Software-defined vehicles trend introduction
2	10:50-11:10	Standardized API Stack for Scalable Automotive Services
3	11:25-11:45	Vehicle Motion Management: Software ecosystem for integrated control of all motion actuators *Language: English
4	12:00-12:20	First showcase in Japan: Decoupled power brake that enables separation of the brake system and pedal.
5	12:35-12:55	Steer-by-wire: Steering system for better safety, space saving, and agility
6	13:10-13:30	Connected Vehicle Energy Management - Integrated. Modular. Predictive.
7	13:45-14:05	Connected Vehicle Health and Anomaly Detection
8	14:20-14:40	Optimizing fleet management: RideCare services
9	14:55-15:15	Extending the vehicle's field of view Connected map services
10	15:30-15:50	Introduction of Service & New Technology for Vehicle Diagnostics in ETAS
11	16:05-16:25	Analysis and utilization of the event data recorder (EDR), which has been made mandatory in the vehicle
12	16:40-17:00	Bosch Engineering: Custom tailored engineering service from one batch to mass production
13	17:15-17:35	Bosch Semiconductors
May 23rd (Thu.)		
1	10:15-10:35	Software-defined vehicles trend introduction
2	10:50-11:10	Safeguarded Actuator Interface accelerates SDV ECU integration
3	11:25-11:45	Scalable parking software stack
4	12:00-12:20	Next generation key-less entry system Perfectly Keyless
5	12:35-12:55	Vehicle Motion Management: Software ecosystem for integrated control of all motion actuators *Language: English
6	13:10-13:30	Steer-by-wire: Steering system for better safety, space saving, and agility
7	13:40-14:20	Collaboration Microsoft & Bosch for future ADAS systems / How Vehicle Motion Control solves car sickness
8	14:30-14:50	Bosch Engineering: Custom tailored engineering service from one batch to mass production
9	15:05-15:25	Analysis and utilization of the event data recorder (EDR), which has been made mandatory in the vehicle
10	15:40-16:00	Bosch Semiconductors
11	16:15-16:35	Use of Connected Data according to Bosch
12	16:50-17:10	Connected Vehicle Energy Management - Integrated. Modular. Predictive.
13	17:25-17:45	Introduction of Service & New Technology for Vehicle Diagnostics in ETAS
May 24th (Fri.)		
1	9:30-9:50	Software-defined vehicles trend introduction
2	10:05-10:25	Software Factory: Accelerate SDV SW Development in Collaboration
3	10:40-11:00	Vehicle Motion Management: Software ecosystem for integrated control of all motion actuators *Language: English

4	11:15-11:35	First showcase in Japan: Decoupled power brake that enables separation of the brake system and pedal.
5	11:50-12:10	Scalable parking software stack
6	12:25-12:45	Cockpit & ADAS integration platform
7	13:00-13:20	Connected Vehicle Health and Anomaly Detection
8	13:35-13:55	Connected Vehicle Energy Management - Integrated. Modular. Predictive.
9	14:10-14:30	Use of Connected Data according to Bosch
10	14:45-15:05	Bosch Engineering: Custom tailored engineering service from one batch to mass production
11	15:20-15:40	Analysis and utilization of the event data recorder (EDR), which has been made mandatory in the vehicle

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Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation and other affiliates. Bosch Corporation is responsible for the development, manufacturing, sales and services of automotive original equipment, automotive aftermarket products and power tools. Bosch Engineering K.K. provides engineering services, such as development and application for automotive systems. ETAS K.K. develops and provides engineering of development support tools of electrical control units. Bosch Rexroth Corporation develops and manufactures hydraulics, FA module components and other systems which contribute to industrial technologies. Bosch Security Systems Ltd. provides security and communication products and solutions to help secure the safety of lives, buildings and properties, and is also a supplier of professional sound systems. In 2022, Bosch Japan achieved sales to third parties of some 340 billion yen and employed approximately 6,250 associates.

Additional information is available online at

<http://www.bosch.co.jp> Bosch Japan Website (Japanese)

<https://twitter.com/BoschJapan> Bosch Japan X (Japanese)

<https://www.facebook.com/bosch.co.jp> Bosch Japan Facebook (Japanese and English)

<https://www.youtube.com/boschjp> Bosch Japan YouTube (Japanese)

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Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPress

Note: one Euro = 151.9026 JPY (Calculated using the average rate in 2023)