



Automotive IQ

MARCH TOP FIVE

**WHICH CONTENT CAUGHT
THE ATTENTION OF 50.000
AUTOMOTIVE IQ MEMBERS?**

**CHECK OUT THE TOP 5
CONTENT PIECES
FOR MARCH 2018!**





#01

BRINGING THE POWER OF IMAGING RADAR TO AUTONOMOUS DRIVING

The autonomous driving industry requires a sensor that performs at real time in all lighting and weather conditions. In addition, in a world where autonomous cars may drive one towards the other on highways at high speeds, the sensor must be able to “see” them coming from 300 meters away, track velocity, and detect distance.

In this Webinar, Kobi Marenko will explain why radar is the only technology that can overcome these challenges.

Kobi will introduce Arbe Robotics’ patented technology for Ultra High-Resolution Radar, based on a proprietary chipset. He will focus on the technical aspects of resolving ambiguities, achieving low false alarm rates, coping with mutual radar interference, providing high refresh rates, while keeping prices low and reliability high.

**Watch the
webinar!**



#02

ACCELERATING AI IN AUTOMOTIVE

The Automotive market is on the verge of a huge upheaval with major problems to solve, new entrants challenging the old order and huge processing requirements to enable autonomous driving.

Key to this will be the acceleration of Neural Networks which will form the basis of Image Processing i.e. extracting useful information from the camera sensors.

What you will learn in this webinar

- Key challenges facing the automotive industry
- What is ADAS vs Autonomous Driving
- What are Convolutional Neural Networks and their application in AV.
- Introduction to Imagination's Neural Network strategy.
- Comparative performance versus alternative technologies

**Watch the
webinar!**



#03

TOP 5 MERGERS & ACQUISITIONS IN AUTOMOTIVE HISTORY

Mergers & acquisitions occur for reasons such as to synergise complementary strengths and weaknesses, to eliminate competition and ensure growth, to facilitate easier entries into new markets, and the global automotive industry we know today has been shaped by such M&A's since the mid 80's.

**Read the
article!**



#04

ELECTRIC VEHICLE HEATING AND COOLING

The operation of HVAC systems in PEVs or any fully electric vehicle poses many of the same problems that running other systems face, but HVAC use poses some unique challenges, too. In climates where electric cars are or will be a major part of the transportation load from now on, consumers demand efficient and powerful heating and cooling in their vehicles. To help system improvements now underway in fully electric vehicles, engineers had to move away from the vehicle's ability to use the large amount of excess heat produced by internal combustion engines. Regulating the temperature in any battery vehicle is a delicate venture since the power source degrades by calculable amounts under regular use, but by irregular amounts under the most stressful conditions.

**Read the
article!**



#05

SAFETY & SECURITY 2018 - LIVE UPDATES FROM THE EVENT

For those of you who was not able to be with us during this exciting time at the safety & security week, and listen to what ISO 26262, SoTIF, cyber security and autonomous drive engineers shared on how to truly realise fully safe and secure vehicles, Auto IQ has you covered! You can follow the progression of the conference and get the opinion of leading industry experts by following the live feeding on the main conference days (14th and 15th).

**Read the
live blog!**

INTRODUCING AUTOMOTIVE IQ

Automotive IQ is an international online platform focusing on providing automotive industry professionals with a central resource for knowledge on topics such as Autonomous Drive, Powertrain, Electrics/Electronics, Chassis Systems and Car Body & Materials.

Membership is free. By becoming a member you have access to a plethora of industry-relevant information through expert interviews, white papers, our blog, presentations and podcasts. You will also find links to our upcoming automotive conferences focusing on current topics and future trends within the auto industry.

Most importantly, the Automotive IQ is a community. We are dedicated to creating a learning environment for sharing best practices and finding solutions to challenges within the automotive industry.



Business Intelligence for the Global Automotive Industry

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