THE
AUTONOMOUS
MAIN EVENT 2025

MAKING A REAL-WORLD IMPACT

Safe and Secure Software-Defined Autonomy

Vienna & virtually

Key Themes for 2025

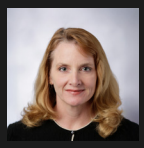
- End-to-End Architectures
- The Evolution from SDV to AI-Defined Autonomy
- Global Regulatory Frameworks
- The Rise of Autonomous Robotics in Real-World Applications
- A Reality Check on Autonomous Vehicles
- Building Trust in Safe Intelligence at the Edge

Tickets available at: the-autonomous.com/main-event

Confirmed speakers include:

Ricky Hudi
Chairman
The Autonomous

Kurt Sievers
CEO
NXP Semiconductors



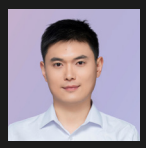
Missy Cummings
Professor
George Mason University

Young Sohn
Founding Managing Partner
Walden Catalyst Ventures

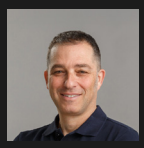
Wolfgang Hattmannsdorfer
Federal Minister for Economy, Energy & Tourism
Austria

Diana Mao
General Manager, NeuSAR Sales & Marketing
Neusoft Reach Automotive Technology

Martin Hart
Director Automated & Autonomous SW Dev
Mercedes-Benz



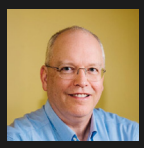
Yuping Wang
Head of Marketing Operations
CARIZON



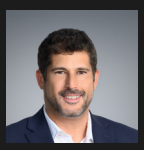
Ronen Smoly
CEO
PlaxidityX (Formerly Argus)

Mathias Pillin
CTO
Bosch Mobility

Katrin Matthes
CTO - VP innovation & technology
Ampere Software Technology

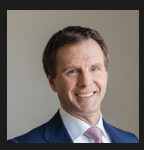


Phil Koopman
Faculty Emeritus
Carnegie Mellon University

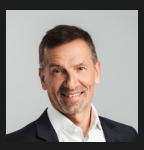


Omer Keilaf
CEO & Co-Founder
Innoviz Technologies

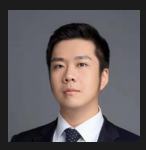
Lars Reger
CTO & Executive Vice President
NXP Semiconductors



Benedikt Wolfers
Founding Partner
PSWP



Stefan Poledna
CEO & CTO
TTTech Auto



Bolin Zhou
Senior Engineer of China Auto Standardization Research Institute (CASRI)
CATARC

Jeff Walker
Chief Commercial Officer
SDVerse

Jens Kötz
Head of Development Architecture, Energy, Security/Safety
Audi

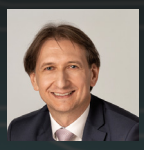
Bernhard Augustin
Head Dev & Intg, ADAS/AD Sensors & Compute
Audi

Georg Kopetz
CEO
TTTech Group

Professor – TU Wien

Muneyb Minhazuddin
Customer Growth Officer
Ambarella

Peter Schaefer
Executive Vice President & CSO Automotive
Infineon



Richard Damm
President & Chairman
KBA & UNECE

Siddartha Khastgir
Professor
WMG, University of Warwick

Andreas Kugi
Scientific Director - AIT
Professor – TU Wien
AIT Austrian Institute of Technology

Yuri Steinbuch
Chief Business Officer
Avular

William Dalton
Vice President & Managing Director
VicOne

Sunil Thomas
Chief Business Officer
Zendar

Christian Poschmann
Senior VP Global Engineering Technology
CLAAS

Program Day 1

Wednesday, September 17, 2025

Workshops

Following last year's successful debut, Day 1 of the event will once again be fully dedicated to workshops.

This format offers an in-depth dive into technical topics through thorough discussions and interactive formats. Led by experts, they provide excellent networking opportunities for 30 to 40 participants, with each session lasting 1.5 hours.

12:45 Doors Open - Welcome Coffee

13:30 - 15:00

Workshop I
Safe Automated Driving:
Conceptual Architectures and Sufficient Independence

Hosted by THE AUTONOMOUS Working Group Safety & Architecture

Workshop II
From Vision to Reality:
What's Next for Autonomous Driving? - Insights from Industry Leaders

Hosted by McKinsey & Company

15:00 Break

16:00 - 17:30

Workshop III
Masterclass:
Embodied AI Safety Principles for Automated Driving

Hosted by **Prof. Philip Koopman -** Carnegie Mellon University, Emeritus

Workshop IV
Pioneering Off-Road Autonomy:
A Modular Architecture to Integrate Physical AI on Embedded Edge Devices

Hosted by infineon & driveblocks

Program Day 2

Thursday, September 18, 2025

Main Stage

Day 2 will be fully dedicated to Main Stage content, unveiling insightful C-level keynotes and engaging panel discussions.

8:00 Networking & Coffee

9:00 Welcome Address

9:20 Fireside Chat

Georg Kopetz, CEO - TTTech Group
Kurt Sievers, CEO - NXP Semiconductors
Jens Kötz, Head of Development Architecture, Energy, Security/Safety - Audi
Wolfgang Hattmannsdorfer, Federal Minister for Economy, Energy & Tourism - Austria
Young Sohn, Founding Managing Partner - Walden Catalyst Ventures

9:50 Panel I

End-to-End Architectures for Autonomous Systems: From Sensors to Actuators
Moderator: **Ricky Hudi,** Chairman - The Autonomous
Stefan Poledna, CEO & CTO - TTTech Auto
Omer Keilaf, CEO & Co-Founder - Innoviz Technologies
Martin Hart, Director Automated and Autonomous SW Dev - Mercedes-Benz
Bernhard Augustin, Head Dev & Intg, ADAS/AD Sensors & Compute – Audi
Peter Schaefer, Executive Vice President and CSO Automotive - Infineon

10:30 Morning Break

11:15 Keynote I

Missy Cummings, Professor - George Mason University

11:35 Panel II

From Software-Defined to AI-Defined Autonomy: Enhancing Safety and Security
Yuping Wang, Head of Marketing Operations - CARIZON
Katrin Matthes, CTO - VP innovation & technology - Ampere Software Technology
Ronen Smoly, CEO - PlaxidityX (Formerly Argus)
Jeff Walker, Chief Commercial Officer - SDVerse
Grant Courville, Senior Vice President, Products and Strategy - QNX
Matthias Traub, President & Managing Director - Vector Informatik

12:25 Disruptors' track

Disruptor 1: **Jakub Juza,** CEO - Roboauto
Disruptor 2: **William Dalton,** Vice President & Managing Director - VicOne

12:40 **Networking & Lunch**

14:10 **Keynote II**

Lars Reger, CTO & Executive Vice President - NXP Semiconductors

14:30 **Panel III**

The Regulatory Roadmap to Autonomous Vehicles: Balancing Safety & Innovation

Moderator: **Benedikt Wolfers,** Founding Partner - PSWP
Diana Mao, General Manager, NeuSAR Sales & Marketing - Neusoft Reach Automotive Technology
Bolin Zhou, Senior Engineer at China Auto Standardization Research Insitute - CATARC
Richard Damm, President and Chairman - KBA & UNECE
Siddartha Khastgir, Professor - WMG, University of Warwick

15:10 **Keynote III**

Mathias Pillin, CTO - Bosch Mobility

15:30 **Disruptors' Track**

Disruptor 3: **Sunil Thomas,** Chief Business Officer - Zendar
Disruptor 4: **Clemens Rengier,** CFO & Managing Director - HOLON

15:45 **Afternoon Break**

16:30 **The Autonomous Update**

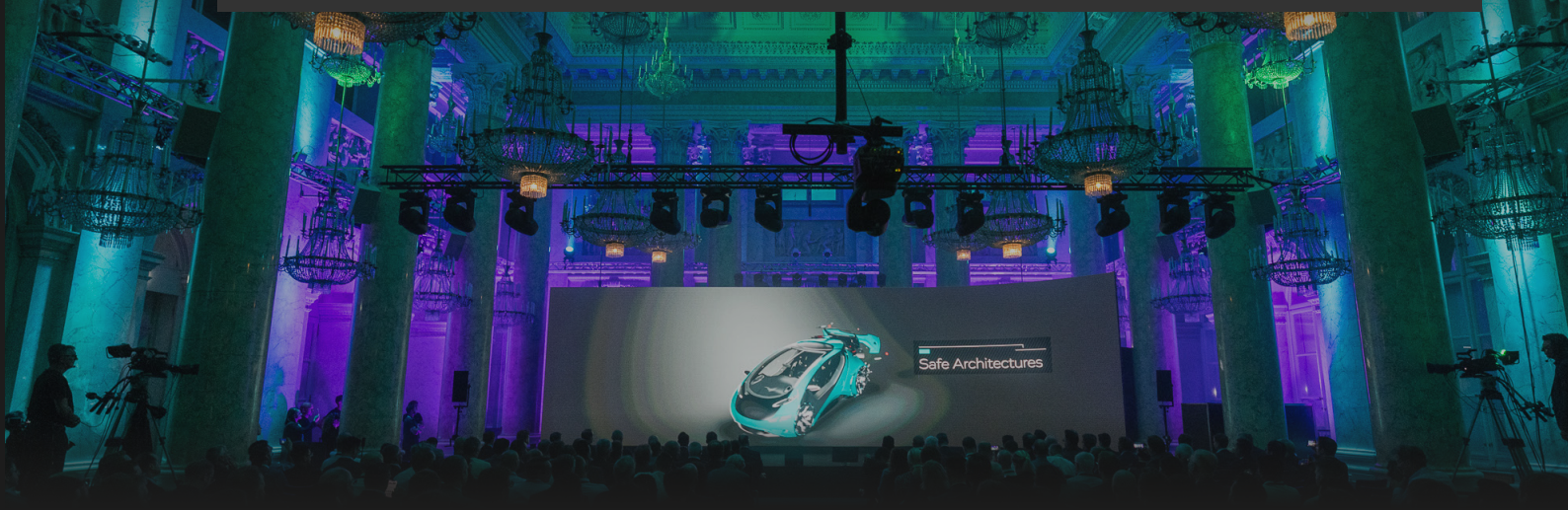
Update from The Autonomous Innovation Stream & the Workshops hosts from Day 1

17:10 **Panel IV**

The Rise and Evolution of Robotics: A Transformative Impact on Industry and Society

Moderator: **Lars Reger,** CTO & Executive Vice President - NXP Semiconductors
Yuri Steinbuch, Chief Business Officer - Avular
Christian Poschmann, SVP Service Unit Engineering - Claas
Andreas Kugi, Scientific Director – AIT | Professor – TU Wien - AIT Austrian Institute of Technology
Muneyb Minhazuddin, Customer Growth Officer - Ambarella

17:50 **Closing Remarks**



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VEHICLE SOFTWARE MARKETPLACE

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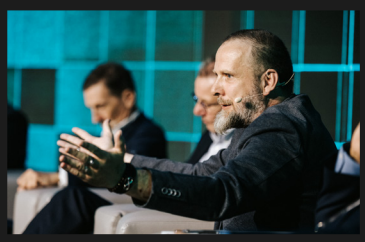
VECTOR

ZENDAR.

Impressions



Get tickets on our website

Full Onsite Pass
(Day 1 + Day 2)

€ 1699 ex. VAT

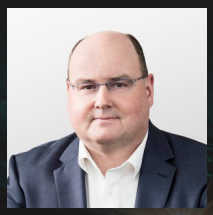
Day 2 Onsite Pass
€ 1399 ex. VAT

Day 2 Virtual Pass
€ 569 ex. VAT

In addition to the live content, the onsite tickets include:

- Q&As with the speakers on stage via our Event App
- Downloadable access to the recorded program and keynote materials for 60 days after the event
- Workshop resources, including articles and tools in the Resources Hub
- Early access to the list of participants and 1:1 chat function on the Event App
- Access to the Event App including the possibility to book onsite meeting spaces
- Experience premium catering and Vienna's magnificent Hofburg Palace
- Refreshments during breaks and post-event reception

The organizing team



Ricky Hudi
Chairman

Susanne Einzinger
Head of the Autonomous

Iulia Juchert
Marketing Manager

Eloïse Morel
Project & Event Manager

Luisa Griesmayer
Project & Event Manager

Sanjana Gangarapu
Intern

Get ticket now: the-autonomous.com/main-event/get-tickets