

## Tech.AD Europe Award 2019

Berlin, March 12, 2019: The Tech.AD Europe took place for the 6<sup>th</sup> time on March 11-12, 2019 and had a jam-packed programme comprising of over 100 sessions with high-level keynotes, research studies, interactive World Café and Challenge Your Peers sessions, the Auto Scale start-up pitches, streams, morning workshops, an Autonomous Driving Day and much more!

Tech.AD is Europe's leading knowledge exchange platform for OEMs, tier ones, academics, automotive suppliers and solution providers bringing together 350+ stakeholders who play an active role in autonomous vehicle I4+ R&D and those looking for solutions to the critical technical challenges still faced in this field.

We've taken again the opportunity to honour exceptional solutions and innovations in the field of autonomous driving, self-driving cars and cognitive vehicles. We have received tremendous feedback and inspiring award applications for the Tech.AD award. Presented by we.CONECT Global Leaders and Horizon Robotics the award evening took place on Tuesday, March 11, 2019.

This year, the Tech.AD Europe award exclusively honoured exceptional projects in the categories:

- Most Innovative Active Safety or ADAS Technology / Product / Service
- Most Advanced Real-Life Testing & Simulation Techniques in Autonomous Driving



Proud winner in the category: Most Innovative Active Safety or ADAS Technology / Product / Service



Tech.AD Award trophies for this year's well-deserved winners



Most Advanced Real-Life Testing & Simulation Techniques in Autonomous Driving Winner

Each of the nominees presented their autonomous vehicle project/ solution via a short video. With live-voting, our autonomous vehicle development community and 250+ dinner attendees had the power to choose the winning projects and those showing outstanding effort in taking autonomous driving to the next level.

### **Most Innovative Active Safety or ADAS Technology / Product / Service**

The proud winner of the Tech.AD Award 2019 in the category 'Most Innovative Active Safety or ADAS Technology / Product / Service' was BrighterAI and their Deep Natural Anonymization project. The solution empowers the use of public camera data for analytics & AI while being compliant with increasing data privacy regulations worldwide, enabling autonomous vehicles to better understand as well as interact with their environment.

*„We are proud to win the Automotive Tech.AD Award for our solution Deep Natural Anonymization that has been named ‘Most Innovative ADAS / Active Safety Technology’. The great acknowledgement from industry experts shows that our AI-based privacy technology for public camera data will be a key enabler – not only for V2X data transmission and 3rd party services, but also to bring autonomous vehicles securely onto the road.”*, Marian Gläser, Co-Founder & CEO, Brighter AI Technologies.

Runner-up in the same category was Velodyne LiDAR with their project 'Velarray'; Cognitive Technologies came in third.

### **Most Advanced Real-Life Testing & Simulation Techniques in Autonomous Driving**

In the second category 'Most Advanced Real-Life Testing & Simulation Techniques in Autonomous Driving' Nobina Technologies' solution about autonomous shuttles was voted first place. Their real-world use case about self-driving shuttles in the Swedish city of Barkarbystaden (near Stockholm), gave a glimpse in the future of automated urban mobility.

*“We are honored to win the Automotive Tech.AD Award for the most Advanced Real-Life Testing & Simulation Techniques in Autonomous Driving. We are also proud for taking autonomous vehicles to the next step as a natural part of the public transportation. This proves that the future for mobility solutions already is here.”*, Project Manager Nobina Technology.

Almotive came in second, while Transpolis was voted third place.

### **1.000 € go the *Die Arche*, non-profit organization in Berlin-Kreuzberg**

All Tech.AD award winners received an exclusive trophy and certificate as recognition for their outstanding performance. In addition we.CONECT Global Leaders also donated 1,000 € on behalf of the winners to support a local charity project. This year the donation was made to *Die Arche*, a non-profit organisation that is particularly committed to children from socially

disadvantaged backgrounds. Their work started in 1995 in Berlin and they are now actively working in more than 20 locations in Germany. Their outreach programmes and projects impact over 4,000 children and adolescents. New additions are centres in Switzerland and Poland.

### **About the Tech.AD Event Series**

Founded in 2012, Tech.AD Europe has quickly become Europe's leading conference for OEMs, Tier Ones and automotive suppliers to meet and discuss the technical road ahead for developing L4+ autonomous vehicles. One year after the event was established in Europe, Tech.AD was successfully held in the USA. At both events, international autonomous vehicle experts give insights into their innovations, concepts and present the latest results in their research and workings on autonomous vehicles. The different conference formats address a variety of thematic areas relevant to a cross-industry autonomous driving audience from companies like Audi, BMW, Volkswagen, Ford, Zenuity, NVIDIA, Bosch, Continental, Denso, Delphi, Volvo, Groupe PSA, Renault, Hyundai, Tesla, May Mobility, zoox and many more. In 2018, we.CONECT Global Leaders won the Conference Award 2018 in the category "Best Conference Series" for the Smart Mobility and Automotive Event series – of which Tech.AD belongs to. The first edition of the Tech.AD China will be held from May 06-07, 2019 in Shanghai. The B2B event series is organized by we.CONECT Global Leaders, which specialized in creating interactive business events and business communities, headquartered in Berlin, Germany.

**For more information, please visit:** <https://www.autonomous-driving-berlin.com/>

Twitter: @SmartMobi\_Hub

Blog: <https://www.smart-mobility-hub.com/>

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