Internet of Things – Hype or Necessity in Connected Vehicles

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ABSTRACT
Connected Vehicles are already part of Internet of Things. In this talk, we will provide the basic motivation, offer theses how to make services and products even better, and discuss current implementations and challenges as well as give an outlook towards future developments.

BIOGRAPHY
Since 2015 Martin Arend is General Manager E/E Architecture, Technologies within Research, New Technologies, Innovations at BMW Group located in Munich. Part of his responsibilities are Research and Pre-Development with focus on future vehicle architectures, Enabler- and Software Technologies in an early stage of the development process. Including projects Augmented Reality Glasses and Connected Mobility Lab.

Martin Arend started his career as Business Development Manager in a medium-sized enterprise with introducing Bluetooth Technology. Joining BMW Group 2003 as a Telefonic/Telematics specialist he was promoted Head of CE Connectivity in 2010. 2014 he changed to the position Head of Sensors and Algorithms for Advanced Driver Assistant Systems (ADAS).

He completed his degree in electrical engineering at Ostbayernerische Technische Hochschule in Amberg/Bavaria. He holds several international patents for BMW Group.