

# OEMs and Software Firms Securing the Future and Innovation with New Models of Cooperation on Driver Assistance Systems

**Joachim Missel**

Senior Manager Camera-Systems and  
Parking-Assistance Development  
Mercedes-Benz Cars

**Markus Schupfner**

Vice President Infotainment Solutions  
Elektrobit Automotive GmbH

**26<sup>th</sup> June 2013**



**Mercedes-Benz**

Das Beste oder nichts.



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# Agenda

## Joachim Missel, Daimler AG

- Daimler Driver Assistance: Best in class
- Transition of software development
- Our chosen partner is EB

## Markus Schupfner, EB Automotive

- EB Automotive: Our competences
- Seamless transition
- Software as a product

## Focus on the future

**Extended  
cooperation**



**Efficient  
development**



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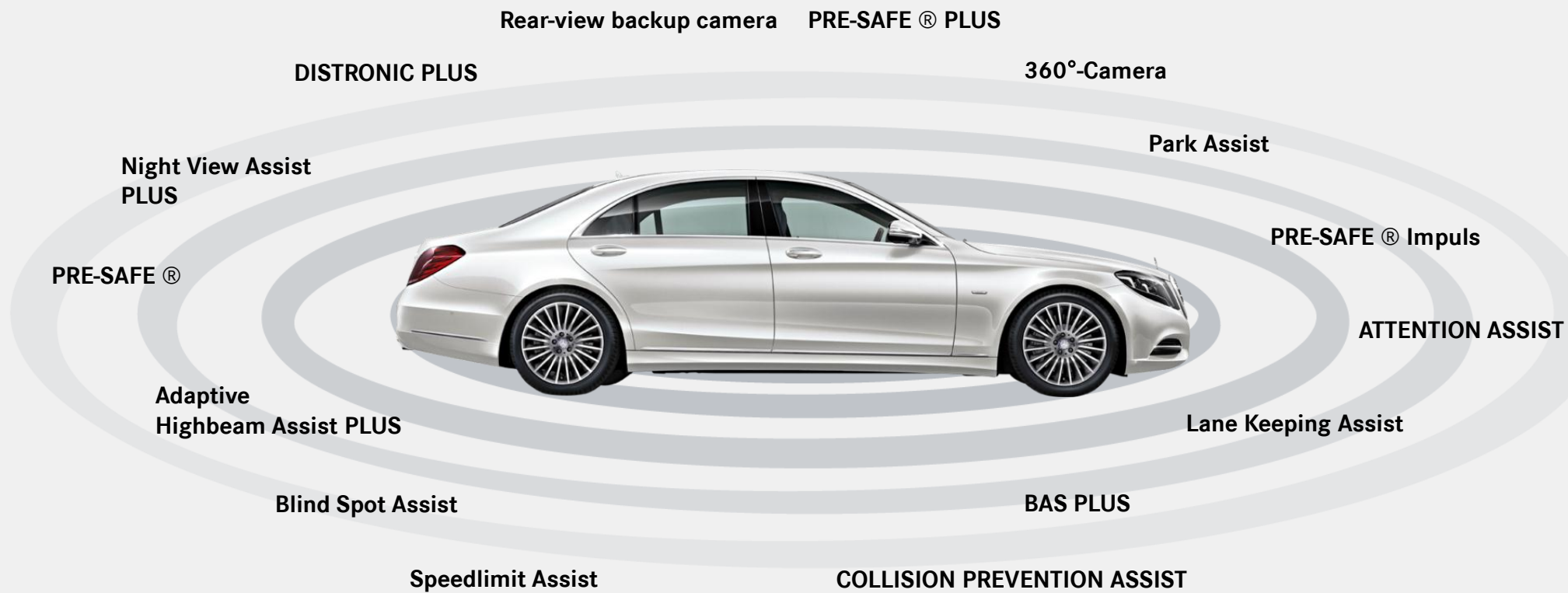


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# Daimler Driver Assistance: Best in Class

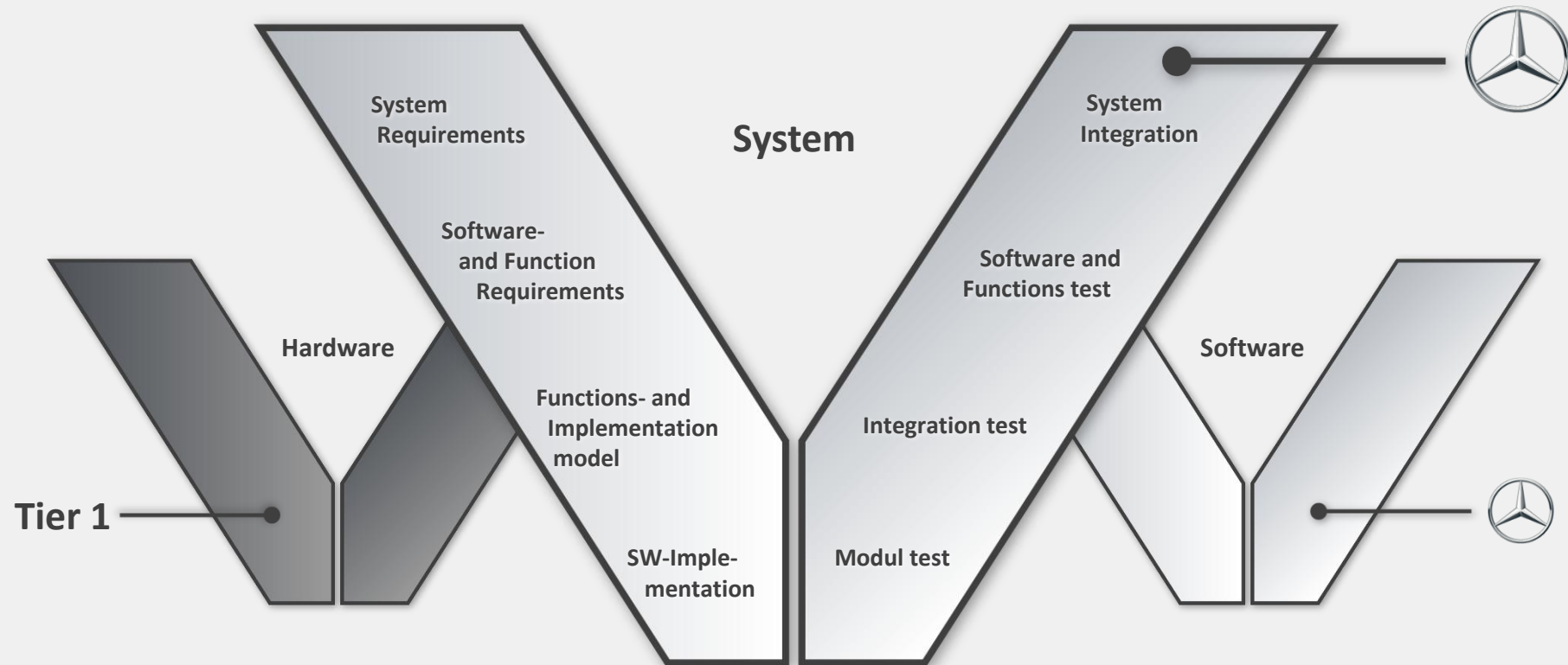


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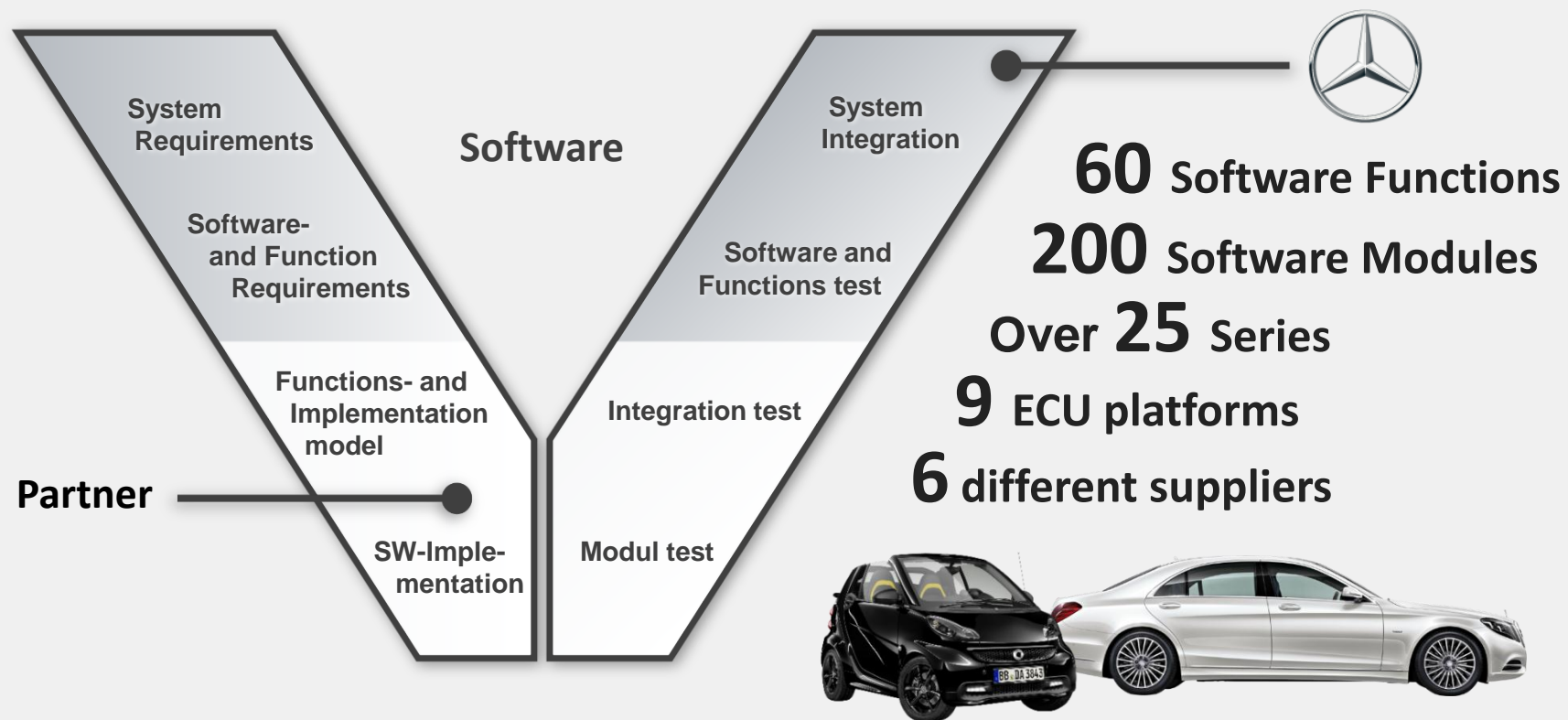
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# Daimler Driver Assistance: Best in Class



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# Transition of software development

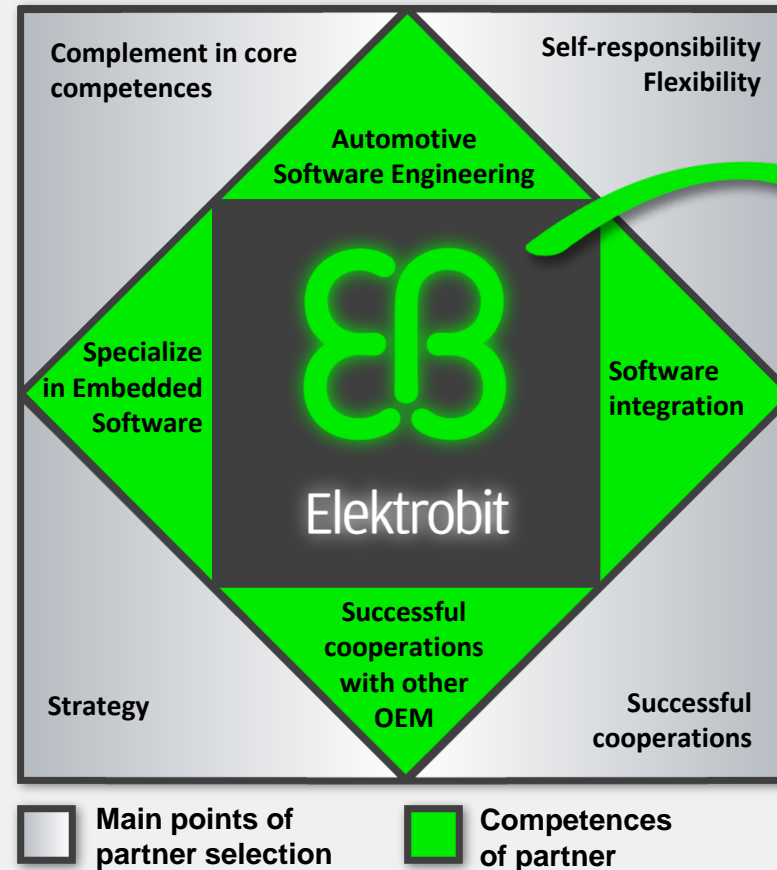


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# Our chosen partner is EB

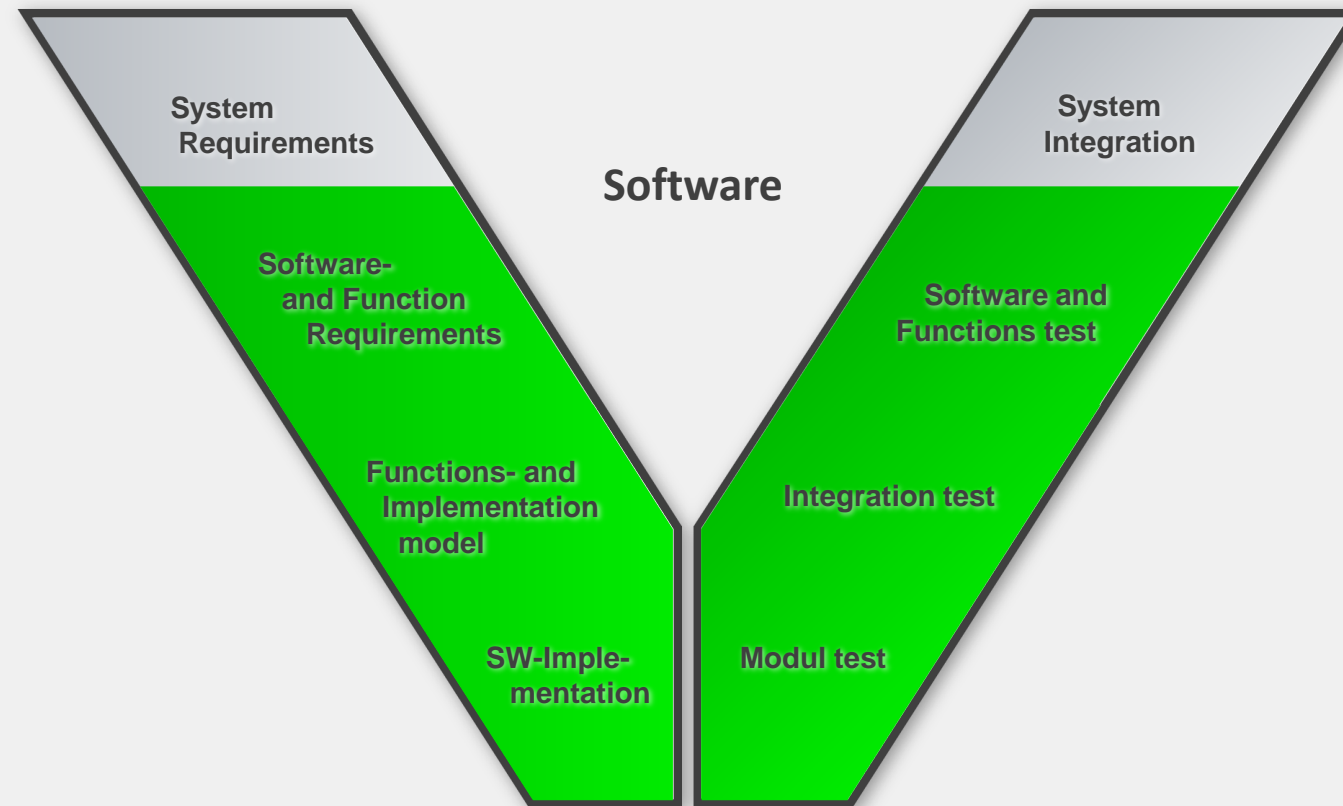


Since 2010:  
over **230**  
Software modules  
with **75**  
Series approvals



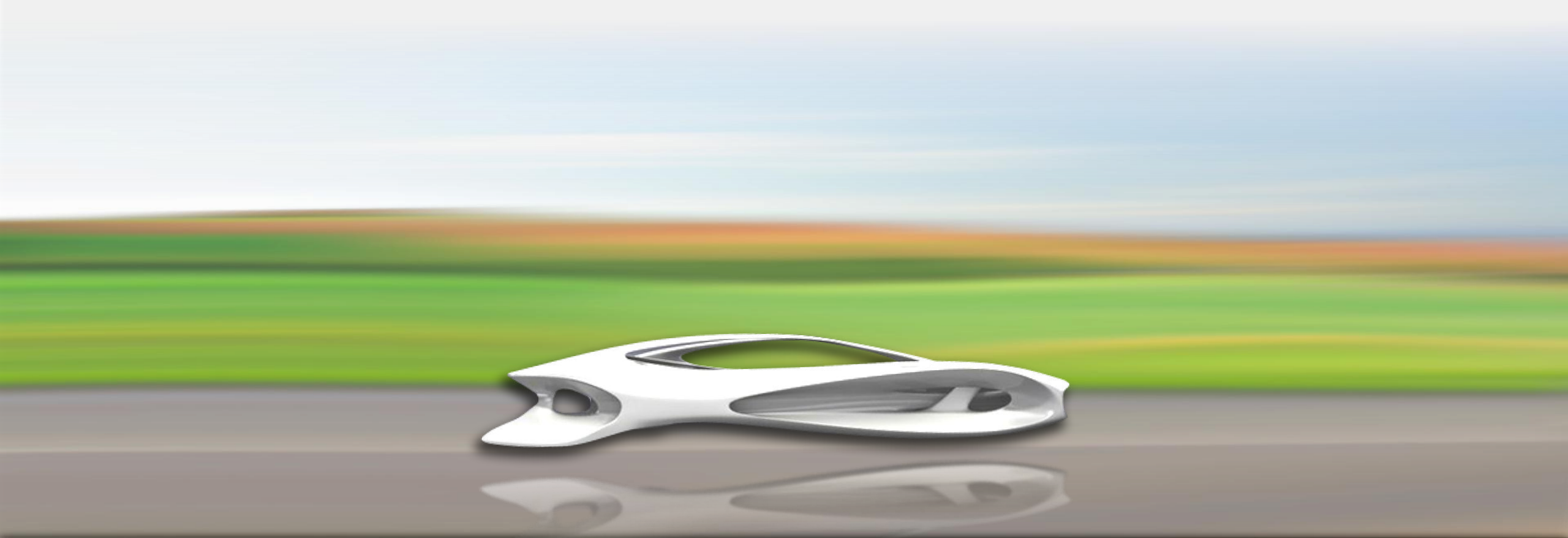
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# Focus on the future: Extended cooperation





# Focus on the future: Extended cooperation



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# EB Automotive Software: Our competences



## ECU Software & Services

- AUTOSAR-Standard
- Single- and Multicore operating systems
- Software Integration
- Functional Safety



## Driver Assistance Software & Services

- EB Assist ADF
- Elektronischer Horizont
- Software Integration
- Funktionale Sicherheit



## Infotainment Software & Services

- Multimodal HMI solutions
- Navigation solutions
- Electronic Horizon
- Software Integration

**ISO 26262**

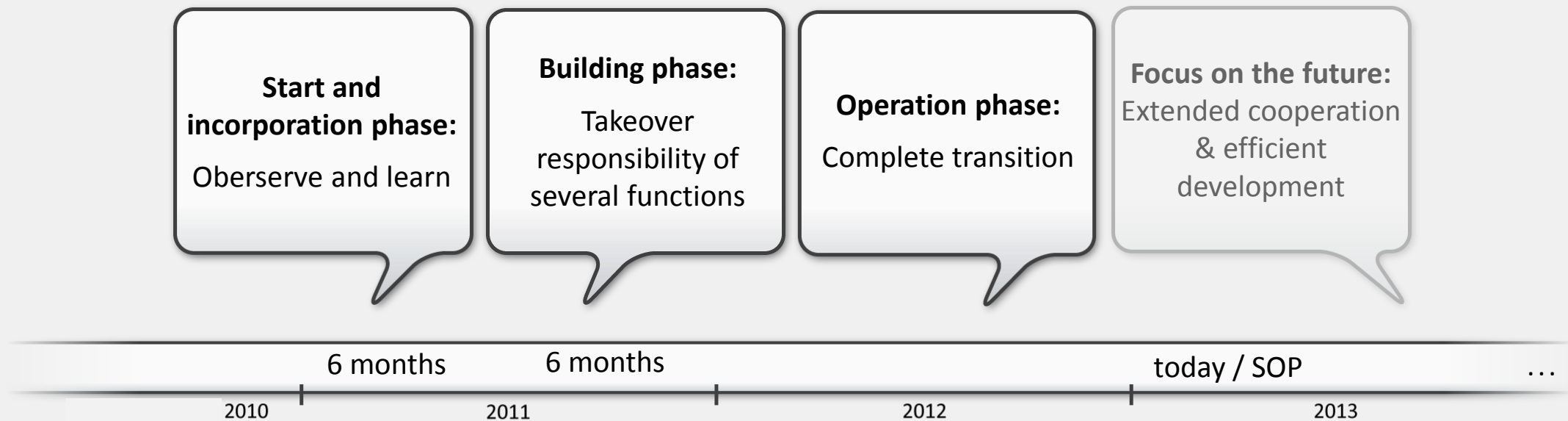


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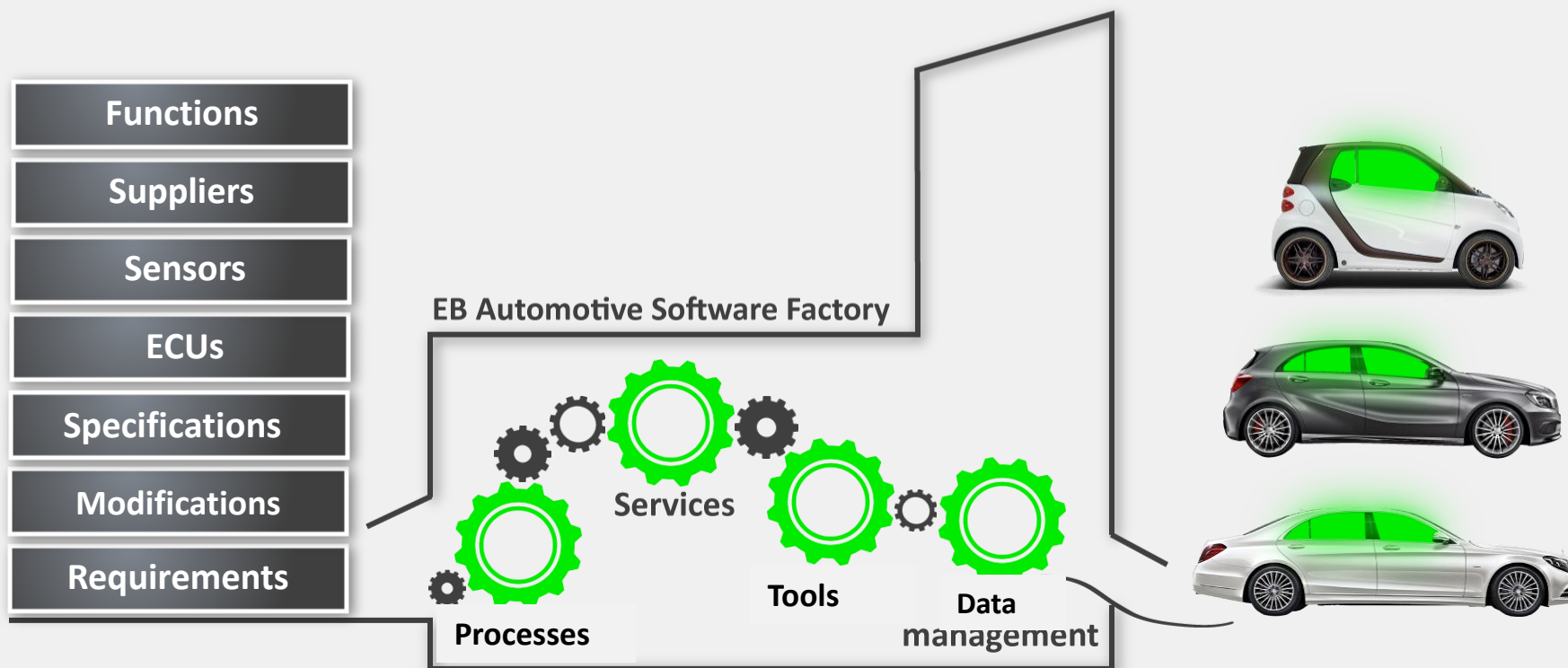


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# Seamless transition of software development and integration



# Software as product for Driver Assistance Systems

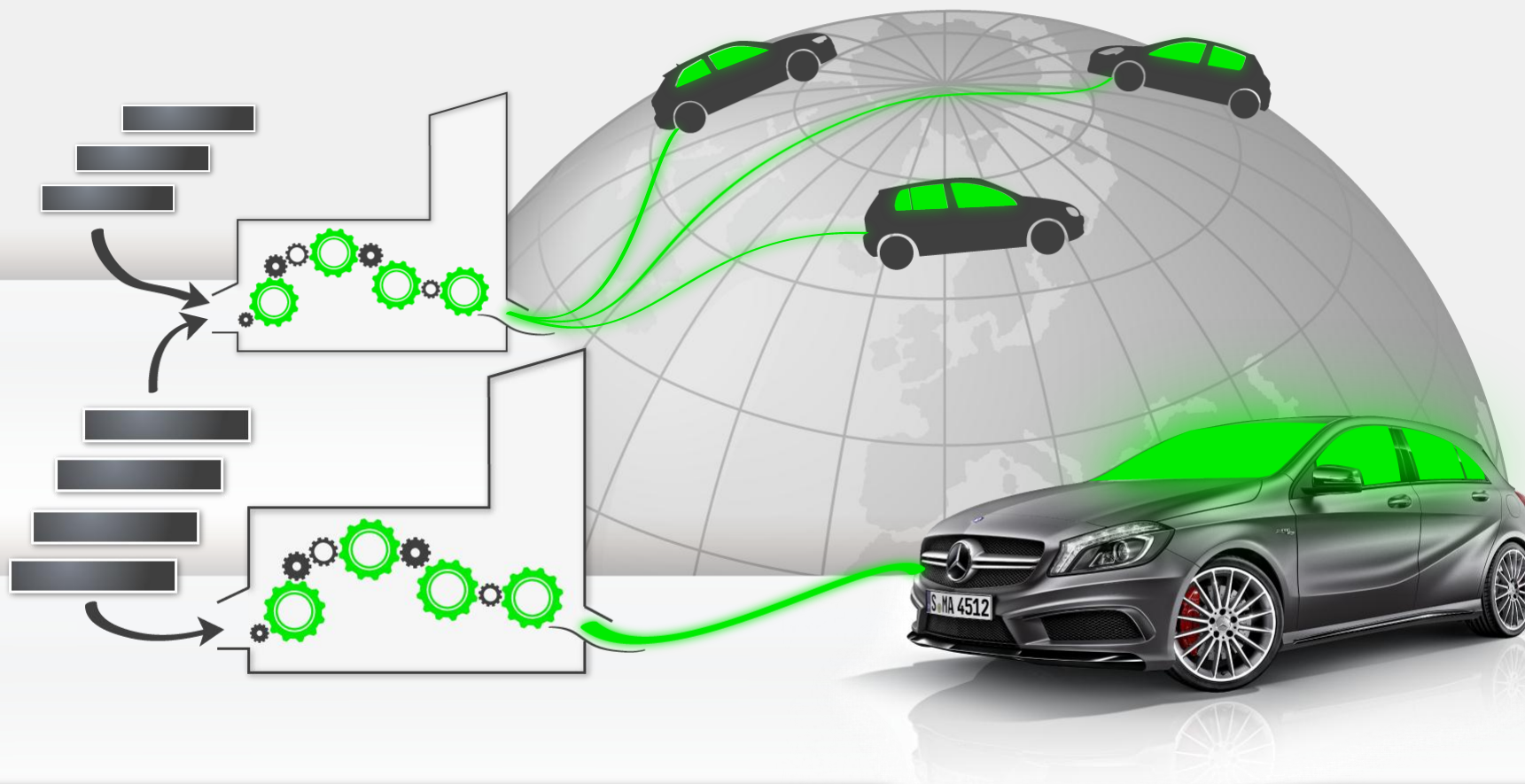


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# Focus on the future: Efficient development of Driver Assistance software



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# Summary

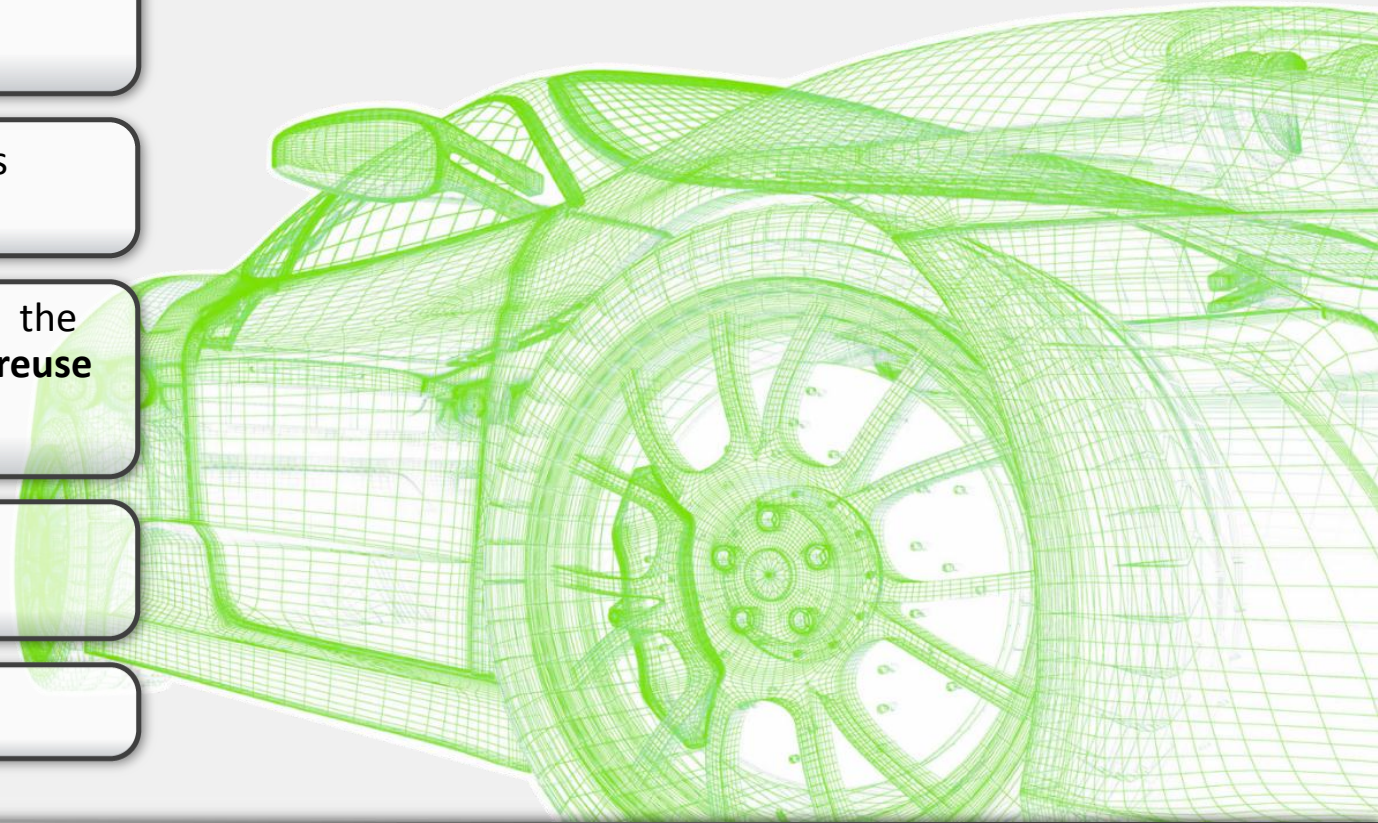
**EB** as an independent **software company** provides the core competence for developing Driver Assistance software

**Software as a product** for Driver Assistance Systems

Increasing complexity of **Driver Assistance** requires the improvement of **standardisation, automation and reuse in the development of software**

**Daimler** focusses on its **core competences**

**Successful cooperation** with Elektrobit since 2010



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# Thank you

Joachim.Missel@daimler.com  
www.mercedes-benz.de

Markus.Schupfner@elektrobit.com  
www.automotive.elektrobit.com



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