



DETERMINISTIC ETHERNET FORUM 2017 **(APRIL 27-28 VIENNA, AUSTRIA)**

A CO-HOSTING OPPORTUNITY FOR THE IEEE 802.1 WORKING GROUP

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WHAT IS THE PURPOSE OF THIS PRESENTATION?

The IEEE 802.1 Working Group has an opportunity to co-host the 2017 Deterministic Ethernet Forum. The event will take place in Vienna, Austria on April 27-28, 2017.

This will be the second such meeting for the Deterministic Ethernet Forum.

The intent of this presentation is to provide enough background information to allow the members of the IEEE 802.1 Working Group to make an informed decision at the closing plenary regarding a motion to co-host this event.

WHAT IS THE DETERMINISTIC ETHERNET FORUM?

The Deterministic Ethernet Forum (<https://www.de-forum.com/>) provides a means to educate attendees about TSN technology (i.e. standards) and also introduce those attendees to potential suppliers of that technology. The attendees can also learn how other earlier adopters are using that technology in their own businesses.

Other technologies will be discussed as well:

- SAE AS6802 Time-Triggered Ethernet (<http://standards.sae.org/as6802/>)
- Industrial Internet Consortium (<https://www.iiconsortium.org/>)
- OpenFog (<https://www.openfogconsortium.org/>)

TTTech, the main sponsor, considers this event to be complimentary to other events such as the Avnu Alliance TSNA Conference (<http://2016.tsnconference.com/>) and the IEEE-SA Ethernet & IP Automotive Technology Day (<http://standards.ieee.org/events/automotive/>).

The focus will be on Automotive In-Vehicle networking and Industrial Internet (Industry 4.0).

WHAT BENEFITS DO ATTENDEES EXPECT TO RECEIVE?

What would make attendees want to come to this event? Companies new to Deterministic Ethernet can get a quick-start introduction and companies that are currently involved can learn what has happened over the last year. Attendees will leave with the following understandings:

- How is Deterministic Ethernet being used in their markets today
- Learn what's new in Deterministic Ethernet
- Meet suppliers of the technology
- Gain exclusive access to information on current developments and upcoming solutions
- Techniques to reduce CAPEX (Capital Expenditure), OPEX (Operating Expense), and increase revenue
- Journalists Round Table discussion
- Collaborate with other companies

Deterministic Ethernet Forum 2015

October 23, 2015 (Vienna, Austria)

(Official press release for 2015 meeting: <https://www.de-forum.com/press/>)
(Link to 2015 event: <https://www.de-forum.com/def-2015/>)

WHO WAS THERE?

Hosts:



Presenters:



Exhibitors:



ATTENDEES REPRESENTED | 19 COMPANIES

ABB, Airbus Defence and Space GmbH, Airbus Safran Launchers, ALTEN SI-TECHNO SRL, Altera, Atos, Audi AG, Austromatisierung, Autoliv, Automated Networks, AVL, Avnu, B&R Industrial Automation, Baumuller Nuernberg GmbH, Beckhoff Automation, Biamp, BMW Group, Bosch Engineering Center Budapest, Bosch Rexroth AG, Broadcom, Budapest University of Technology and Economics, Calnex Solutions Ltd., CETITEC GmbH, Changchun Trarrii Electronic Technology Co.Ltd, China North Vehicle Research Institute, Cisco, Cisco Systems, Computre Automation Germany, Continental Automotive GmbH, Daimler AG, DB Systel GmbH, Delphi, Deutschmann Automation GmbH, DI Melania Gagea, Dorda Brugger Jordis, EBV Elektronik GmbH & Co KG, ETAS GmbH, EXOR INTERNATIONAL SPA, Extreme Networks, Festo Gesellschaft mbH, FH Technikum Wien, freescale, Freescale Semiconductor, futurezone, GE Intelligent Platforms, Harman, HARTING Electric GmbH & Co., Harting System Integration GesmbH, Hirschmann Automation and Control GmbH, HMS Technology Center Ravensburg GmbH, HYDAC International, ifak e.V. - Institut für Automation und Kommunikation Magdeburg, IHS Muenchen, Industrial Ethernet Book, Industrial Internet Consortium, Infineon Technologies, Infoteam Consulting AG, Intel, IntervalZero Inc., IVISO GmbH, Ixia, Jaguar Land Rover, KEBA AG, KOSTAL, KUKA Roboter GMBH, KURIER RedaktionsgmbH & Co. KG, Leitner GmbH, Lynx, Magneti Marelli, Marvell, MBO Media, Meixner Imaging, Melecs EWS, Melzer, Microsemi, Mikulic Consulting GmbH, Murrelektronik GmbH, mycable GmbH, National Instruments, Nebbiolo Technologies, Nordex Energie GmbH, Nvidia, NXP, OPC Foundation, Oregano Systems Design & Consulting GmbH, ORF Radioinformation, Phoenix Contact Electronics GmbH, Pioneers, Prinoth SpA, R3 Reliable Realtime Radio Communications GmbH, Rail Bombardier, Renesas Electronics Corporation, Robert Bosch AG, Rockwell Automation, RT-RK LLC, RUAG Space, Ruetz System Solutions GmbH, Salzburg Research, SBA Research, SEI ANTech-Europe GmbH, SEW-EURODRIVE GmbH & Co KG, Shell Techworks, Siemens AG, Softing, SysticQ Co., TJP Advisory & Management Services GmbH, Trimetis AG, TUWien, UMAN Universal Media Access Networks GmbH, UNH-IOL, University of Applied Sciences Technikum Wien, Vanderbilt University, Vector, Vestas Wind Systems A/S, WEKA Fachmedien GmbH, Westermo, Westermo Data Communications GmbH, Wind River, Xilinx

WHAT PRESENTATIONS WERE GIVEN?

Agenda can be found here: <https://www.de-forum.com/agenda/>, which includes the following presentations:

Enabling the Internet of Everything: Cisco's IoT Architecture

(https://www.de-forum.com/wp-content/uploads/2015/11/01_Didier_Cisco.pdf)

The Role of Deterministic Ethernet in the Future of Power Generation

(https://www.de-forum.com/wp-content/uploads/2015/11/02_Epperson_GE.pdf)

Applying Deterministic Ethernet in Next Generation Wind Turbines

(https://www.de-forum.com/wp-content/uploads/2015/11/03_Magalhaes_Vestas.pdf)

The Impact of Semiconductor Trends on the Innovation Capabilities of High Tech Industries Highlighting Deterministic Ethernet

(https://www.de-forum.com/wp-content/uploads/2015/11/04_Foerster_Altera.pdf)

The Road to Autonomous Driving: How Automotive-Grade Deterministic Ethernet in a Distributed Vehicle Network Paves the Way to a New Era of Safety, Connectivity, and Convenience

(https://www.de-forum.com/wp-content/uploads/2015/11/05_Hinrichsen_NXP.pdf)

Delivering Safety and Comfort to the Automotive Industry, but also to Designers, with an HAD Development Platform Integrating Deterministic Ethernet

(https://www.de-forum.com/wp-content/uploads/2015/11/06_Chouteau_Renesas.pdf)

Deterministic Ethernet as Car Backbone – Enabling Audi's Leadership in Digital Technology and Piloted Driving

(https://www.de-forum.com/wp-content/uploads/2015/11/07_VukotichRudolph_Audi.pdf)

Cooperation of Delphi and TTTech with Deterministic Ethernet for ADAS

(https://www.de-forum.com/wp-content/uploads/2015/11/08_Pozsar_Delphi.pdf)

Development, Integration and Validation of Advanced Automotive Systems Based on Deterministic Ethernet

(https://www.de-forum.com/wp-content/uploads/2015/11/09_Poledna_TTTech.pdf)

Deterministic Ethernet Forum 2017
April 27-28, 2017 (Vienna, Austria)

HOW DOES IEEE 802.1 BENEFIT?

- Exposure to commercial users of our standards in a non-academic setting
- Introduce the IEEE 802.1 WG to future potential participants
 - Infusion of new requirements and ideas
 - Encourage more participation from real-life users (i.e. recruiting)
 - Face-to-face time with commercial users and suppliers
- On-stage opportunity at the Welcome Event to tell the attendees who we are
- Discuss and influence future Deterministic Ethernet implementations
- Table-top space in exhibition area
 - IEEE-SA Marketing staff will provide table/display, collateral and giveaways
 - IEEE-SA Marketing will also help create 802.1 specific collateral
- There is no fee associated with co-hosting the event

WHAT DOES IT MEAN IF IEEE 802.1 VOTES “YES”?

If the motion in the Closing Plenary is approved this co-host opportunity will be submit to the EC for approval.

Preliminary discussions with IEEE-SA Marketing has provided this feedback:

Once you receive EC approval, we will need to discuss expectations from IEEE-SA Marketing. Here is what I see you needing:

Marketing Tactics Needed (Please note required Lead Times.)

**Craig's note: we are ~24 weeks away from the start of this event*

- Collateral-flyer (Lead Time: 12 wks)
- Ad (Lead Time: 4-6 wks)
- E-Blast (Lead Time: 4 wks)
- Trade Show Support/ Development/Mgt (Lead Time: 12 wks)
- Digital Community- Social Media Campaign (Lead Time:4-8 wks)
- PR-Press Release (Lead Time: 8 wks) Mktg will engage PR Staff
- New Giveaways (Lead Time: 8 wks)
- Event Promotion eBlast (Lead Time:4-8 wks)

Please try to find some time this week to review the material in this presentation to determine if this is an activity the IEEE 802.1 WG should pursue.

Questions? Discussion?

Thanks!