

8.00-8.30 Register & Coffee

8.30-9.30 **MAIN TRACK** - Lindholmen Conference Hall

Moderators: **Kent Eric Lång & Karin Denti**

HOW TO BUILD THE FUTURE ON OPEN SOURCE CODE WHEN THE DEGREE OF AUTOMATION INCREASES
Pontus de Laval, CTO Saab

TO DO OR TO PARTNER?

Ödgård Andersson, Vice President of Vehicle Software and Electronics, Volvo Cars

CHALLENGES WITH CONTINUOUS DEPLOYMENT AT FACEBOOK, NETFLIX, GOOGLE

Laurie Williams, Professor North Carolina State University, USA

MODERATORS

MAIN TRACK
BUSINESS TRACK

KENT ERIC LÅNG

Vice President, RISE Viktoria and Project Manager, Vehicle ICT Arena at Lindholmen Science Park AB

MAIN TRACK
CUSTOMER EXPERIENCE TRACK
TECHNICAL TRACK

KARIN DENTI

Department Manager SW & test at Veoneer

VR/AR TRACK
GAMING TRACK

GORKI GLASSER-MÜLLER

Movie Director and Project leader Narrative VR Lab, at Visual Arena, Lindholmen Science Park AB

10.00-10.30 Coffee & Exhibition

10.30-12.00 **BUSINESS TRACK 1** - Lindholmen Conference Hall

Moderator: **Kent Eric Lång**

AI - HIT OR THREAT, **Lena Apler**, Founder and Chairwoman of the Board, Collector Bank & Magnus Lenngren, Senior Technical Advisor, Collector Bank

THE ENTREPRENEURIAL ORGANIZATION IS DYNAMIC AND AMBIDEXTROUS - IMPLICATIONS BEYOND SILICON VALLEY, **Sverker Alänge**, Associate Professor, Technology Management and Economics, Chalmers University of Technology

THE INVINCIBLE INFRASTRUCTURE

- statistics about the importance of software development for Swedish industry

Niklas Lindhardt, Chariman Swedsoft & **Martin Andersson**, Professor, Blekinge TH and Lund TH

CENTER FOR FUTURE MOBILITY, Halmstad University

Thorsteinn Rögnvaldsson, Professor in Computer Science/Machine Learning, Halmstad University

10.30-12.00 **CUSTOMER EXPERIENCE** - Pascal

Moderator: **Karin Denti**

OUTCOME DRIVEN DEVELOPMENT

Ingrid Domingues, Founder of inUse

DIGITAL TWINS - OPPORTUNITIES THROUGH VIRTUALIZATION OF INDUSTRY

Ken Olling, Managing Enterprise Architect - Digital Twin, VR/AR, Capgemini

IS BUILDING INNOVATIVE DIGITAL SOLUTIONS IN A BIG COMPANY SETTING POSSIBLE?

Christian Sejersen, CTO Leo Innovation Lab

NEXT GENERATION OF CONVERSATION,

Andreas Krona, Chief Commercial Officer Talkamatic AB

LINDHOLMEN SOFTWARE Development Day

MAY 29
Lindholmen Science Park, Gothenburg

The Software Conference of the year

Read more about the **SPEAKERS** at <https://softwareday.lindholmen.se/en/speakers>

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Download the app:
Lindholmen Software Dev Day

softwareday.lindholmen.se

Don't miss the chance to interact at the EXHIBITON

Changes in the program may occur. Please stay updated through our app: Lindholmen Software Dev Day

12.00-13.00 Lunch (not included)

13.00-14.30 **BUSINESS TRACK 2** - Pascal

Moderator: **Kent Eric Lång**

HOW TO TEACH PROGRAMMING AND OTHER THINGS?

Dr Felienne Hermans, Delft University of Technology

SPEED, DATA, ECOSYSTEMS AND EMPOWERMENT: Towards a Digital Business Operating System

Jan Bosch, Professor in the Software Engineering division at the Department of Computer Science and Engineering, Chalmers University

SW SOON THE MOST IMPORTANT ASSET IN THE FORKLIFT TRUCK BUSINESS

Orvar Hurtig, Head of Business Area Automation, Toyota Material Handling Europe

AI WILL BE EVERYWHERE, BUT WHERE DO WE FIND THE SKILLS?

David Motander, Director General of IT&Telekomföretagen

13.00-14.30 **TECHNICAL TRACK 1** - Lindholmen Conference Hall

Moderator: **Karin Denti**

INDUSTRIAL TRANSFORMATION AND NEW APPLICATIONS OF DISTRIBUTED COMPUTING

Dr. Azimeh Sefidcon, Ericsson Research Director Cloud Systems and Platforms

ARTIFICIAL INTELLIGENCE ACROSS APPLICATION DOMAINS

Slawomir Nowaczyk, Associate Professor at CAISR (Center for Applied Intelligent Systems Research), Halmstad University

NATURAL LANGUAGE INTERFACE FOR YOUR CONNECTED CAR

Tomas Carlfalk, Chief architect, WirelessCar

SOFTWARE CONCEPTS FOR ACTIVE STEERING IN TRUCKS

Jan-Inge Svensson, Technology Specialist Active Steering Controls, Volvo Group Trucks

13.00-14.30

WORKSHOP 1

I-ROBOT

by Cybercom & Ericsson

Conference room: Tesla

13.00-14.30

WORKSHOP 2

CYBER SECURITY

by Combitech

Conference room: Kelvin

14.30 - 15.00 Coffee & Exhibition

15.00-16.30 **VIRTUAL & AUGMENTED REALITY AND GAMING TRACK** - Visual Arena

Moderator: **Gorki Glasser-Müller**

REAL BUSINESS CASES IN AR TODAY,

Mikael Spuhl, CEO, 3D Interactive STHLM AB

DATA ORIENTED DESIGN IN GAMES

Christian Dahlberg, Gameplay Engineer, Ghost Games EA

IMMERSIVE TECHNOLOGIES IN REAL WORLD BUSINESS CASES

Viktor Peterson, CEO CLVR Works & Mission IX

COMMERCIALY VIABLE VR - A CASE STUDY OF THE VOLKSWAGEN VR APPLICATION

Dr Carl-Johan Borg, IT-Solutions Specialist, Animech

15.00-16.30 **TECHNICAL TRACK 2** - Lindholmen Conference Hall

Moderator: **Karin Denti**

SAFETY VALIDATION FOR SELF-DRIVING VEHICLES

Daniel Åsljung, Industrial PhD Student, Zenuity

AUTOMATIC TEST AMPLIFICATION

Prof. Benoit Baudry, KTH

FROM LIGHT TO IMAGE BY HASSELBLAD

Åke Wåssén R&D Manager, Hasselblad & **Mathias Elmeskog**, Image Quality Specialist, Hasselblad

FROM PRODUCTS TO PERFORMANCE, MANAGING THE JOURNEY USING AGILE FRAME WORKS

Caroline Nordin, Development Manager at Hardware and Software Development, Product Management REP, SKF Sverige AB

15.00-16.30

WORKSHOP 3

AR KIT (Augmented Reality)

by HIQ

Conference room: Tesla

15.00-16.30

WORKSHOP 4

VIRTUAL VEHICLE

by AB Volvo

Conference room: Kelvin

16.30 End of conference

CONFERENCE PROGRAMME 2018