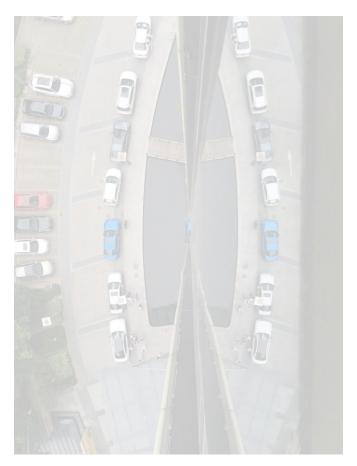


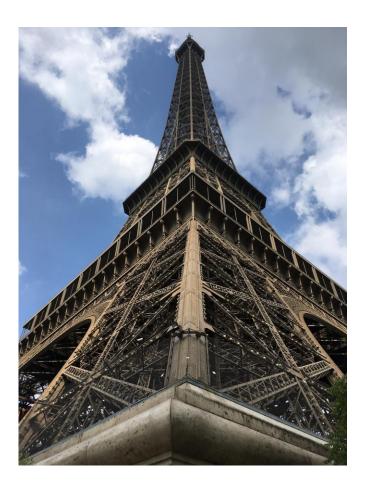
### 12-Minute Pitch







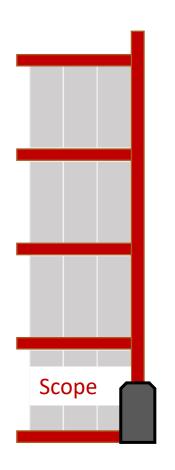
**Bottom Up** 

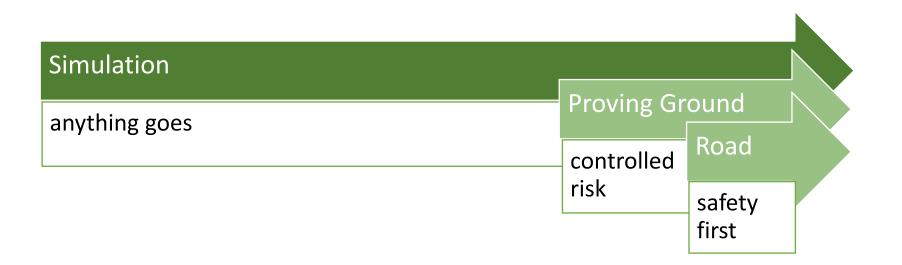


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# Developing and Testing ADAS/AD Systems

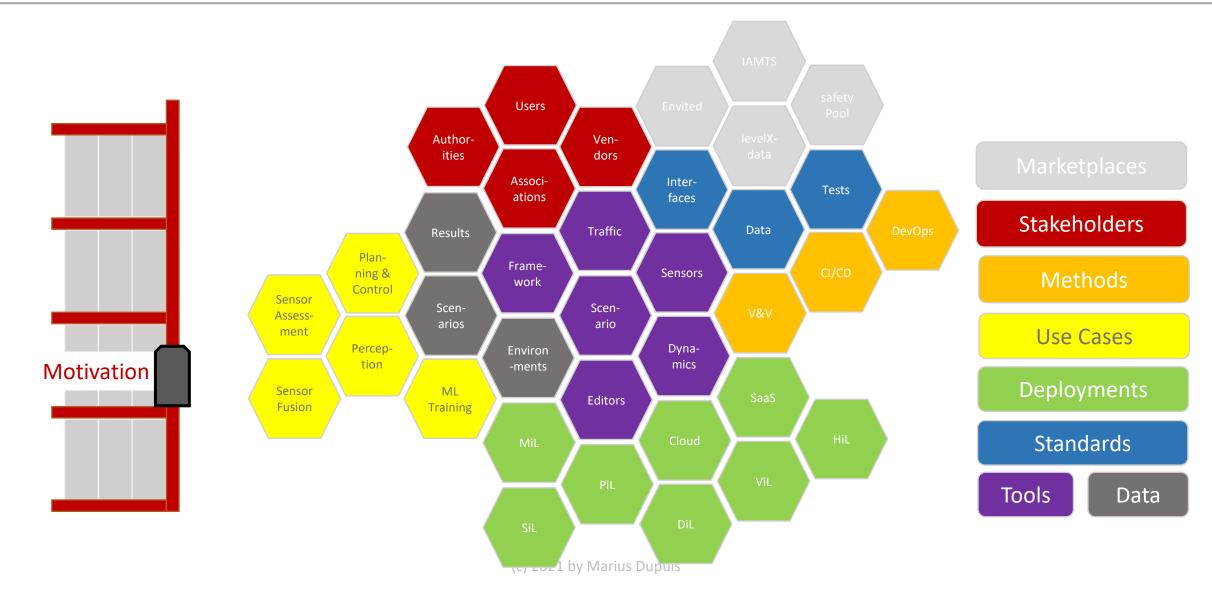






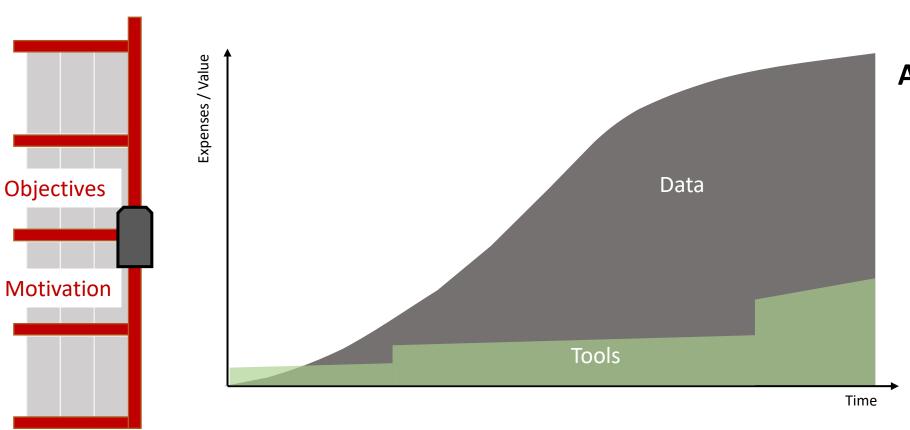
## The Simulation Ecosystem





### Development Lifecycle



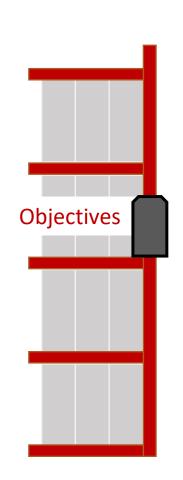


### **Assets**

- Tools are a (small) fraction of the investment
- Tools may change over time
- Data created with tools become long-term assets

### What the Market Needs



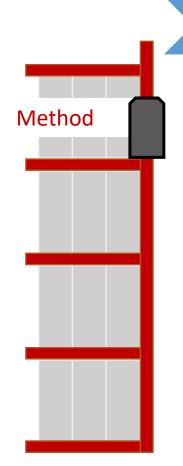




ource: https://www.topionetworks.com

# The Sim | Cert Method





Collect

Assess

Publish

#### **Public Data**

- Product website
- Product data sheets
- Product manuals
- Training videos
- Webinars
- Conferences

#### **Interviews**

- Demonstration by product owner
- Questionnaires
- Q&A sessions with product owner
- Q&A sessions with users

#### First-Hand Product Experience

- Download and installation of free products
- Evaluation licenses of commercial products
- Testing along rating guideline

#### Rating table

- •19 top-level rating criteria
- •198 second-level aspects
- •875 third-level topics
- •1063 values



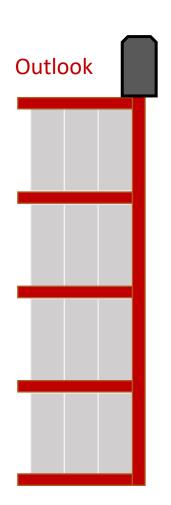
www.simcert.org





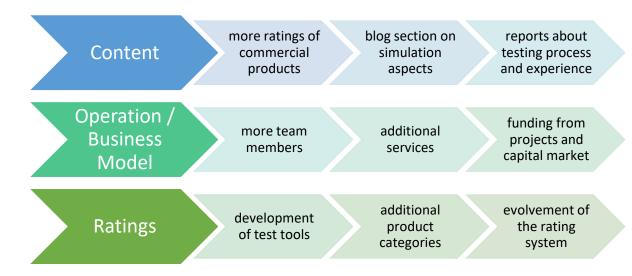
### The Future



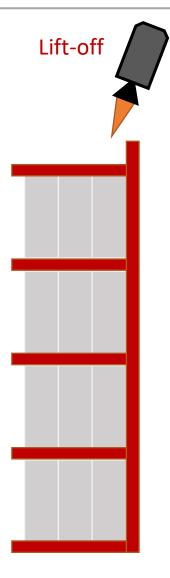




Round table "Quantifying Simulation Quality"







### The Opportunity is Now!



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