



**BOSCH**  
Invented for life

# transforMOTION

Friday 8<sup>th</sup> September 2017

A day of inspiration and innovation



## Here is what you can expect when you attend transforMOTION at Somerset House.

Cars. Buses. Trains. Trams. Tubes. If you think we have reached the limit of how we move around our cities, think again.

TransforMOTION on 8th September is racing towards us. And we are counting down to a day packed with innovative exhibitions, inspiring talks from industry leaders, and the chance to network with technology and transport influencers from around the world.

We will be tapping into **the brain of robotics**, hearing from the **women of the future**, **challenging mobility in cities** and more.

If you have not already confirmed your place, please make sure you RSVP to [transforMOTION@uk.bosch.com](mailto:transforMOTION@uk.bosch.com) by **15th August**.

## Technology demonstrators

Soak up even more inspiration between talks and join us in Somerset House's courtyard and the Embankment Galleries. Here we will be showcasing some of our latest projects and innovations in urban mobility.

### **Bosch Connected Car**

Connectivity is turning cars into a third living space alongside people's homes and workplaces. With face recognition, intelligent personalisation via Drive Monitor and gesture controls with haptic feedback, Bosch is making connectivity a personal experience and giving people more time for actual living, even while driving their car.

### **Home Zone Park Assist**

A partially automated function that is designed for recurring parking manoeuvres either at home or in an assigned parking space. The driver teaches the system the desired route by driving it through once manually with a clearly defined start and finish. Up to ten parking procedures can be stored, making your regular parking an automated experience.

### **Light Electric Vehicles**

Some of the biggest innovations come in small packages. With its 48-volt powertrain system for light electric vehicles like the e.Go, a light-weight city car, the Schwalbe e-scooter from Govecs and the Elmoto city sports bike, Bosch provides the technical solution for affordable and efficient urban mobility. This makes traveling through bustling cities such as London both faster and less stressful. Try them before they are even on the market.

### **Autonomous pods**

Discover how six to ten people can be transported across the urban spaces of the future with this autonomous, demand-responsive mobility solution that is powered by an electric drivetrain supplied by Bosch.

### **Highly Automated Driving (HAD) Car**

Some 1,400 hours of work, 1,300 meters of cable, 400 cable ties, and 50 new Bosch components – that's what it took to make Bosch's test vehicle capable of highly automated driving. The automated system affects every aspect of the car – powertrain, brakes, steering. It is based on sensors featuring radar, video and laser technology. The human-machine interface recognises the driver and informs when a stretch of the road is available for automated driving. Thanks to vehicle-to-vehicle communication, Bosch's test vehicle knows about other road users long before they come into view.

### **Micro-climate Monitoring System**

Bosch is working in partnership with Intel to improve air quality and have developed an easy to deploy, a technologically advanced measuring solution for smarter traffic management in cities.

### **A technology showcase with The Royal Shakespeare Company**

Discover how the sciences and arts are coming together to drive further innovation with a ground-breaking technology showcase from the Royal Shakespeare Company.



## Talks from Industry and Thought Leaders

Some of the biggest names, brains and game-changers in tech and transport tackle the topics influencing our industry's future in a day of unmissable talks.

### **Hod Lipson**

Professor of Engineering and Data Science at Columbia University in New York co-authored the award-winning *Fabricated: The New World of 3D Printing*, and *Driverless: Intelligent Cars and the Road Ahead*. His work on self-aware and self-replicating robots challenges conventional views of robotics. He pioneered open-source 3D printing, electronics 3D printing, bio-printing and food printing.

### **Jason Pontin**

An editor, journalist, and publisher. He was editor-in-chief and publisher of MIT Technology Review, directing the editorial, platform development, and general business strategy of the company's digital and print publication.

### **Michael Hurwitz**

Michael Hurwitz developed the government's first national carbon reduction strategy for transport in 2009, and founded and led the Office for Low Emission Vehicles (OLEV). Since September 2016, he has taken up the post as Director of Transport Innovation at Transport for London.

### **Sarah Ellis**

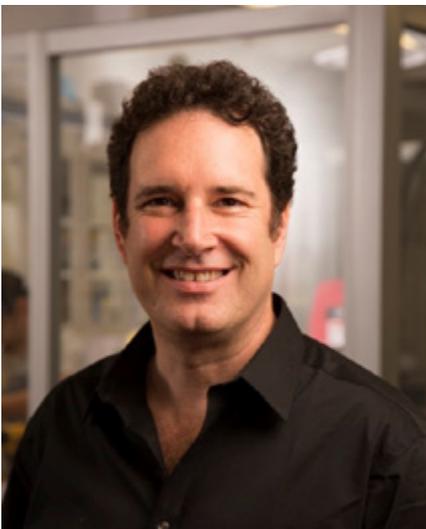
An award-winning producer working as Head of Digital Development for the Royal Shakespeare Company to explore new artistic initiatives and partnerships. In 2016, she was awarded The Hospital Club and Creatives Industries award for cross-industry collaboration for her work on *The Tempest* in collaboration with Intel and in association with The Imaginarium Studios. In 2013, she was listed in the top 100 most influential people working in Gaming and Technology by The Hospital Club and Guardian Culture Professionals.

### **Carol Vorderman**

Well-known TV presenter, newspaper columnist and campaigner Carol Vorderman has a passion for maths and written several books on the subject. She is currently focusing on promoting STEM subjects to young people.

### **George Ferguson**

Formerly President of RIBA and the first Mayor of Bristol. Ferguson has an international profile as an advocate for liveable cities and the global environment. He represented the European Commission, Eurocities, ICLEI, including at Paris COP21 and the G7 2016 summit in Japan.



**Hod Lipson**



**Jason Pontin**



**Josephine Goube**

	Marquee Public Talks	Gallery Room Private Talks
	<b>By invitation only 8:40–9:00</b>	
9:00	<b>Event Opening</b> Senior Government Minister <b>9:00–9:50</b>	<b>Room Preparation 8:40–10:00</b>
	<b>Break</b>	
10:00	<b>Future of Mobility in Cities</b> Kay Herget ( <i>Bosch</i> ), Nick Reed ( <i>Bosch</i> ), Housing developer ( <i>TBC</i> ), Sharad Argawal ( <i>First Group</i> ), Cllr Matthew Barber ( <i>Didcot</i> ) <b>10:00–11:00</b>	<b>Introduction</b> Jürgen Gerhardt ( <i>Bosch</i> ) <b>10:00–10:30</b>
	<b>Break</b>	
11:00	<b>The Future of Automated Driving</b> Stephan Stass ( <i>Bosch</i> ) <b>11:10–11:40</b>	<b>Air Quality in Cities</b> DEFRA Representative ( <i>TBC</i> ), Dörte Schramm ( <i>Bosch</i> ), George Ferguson, Panel Discussion <b>10:30–11:50</b>
	<b>Break</b>	
12:00	<b>Matthew Barber and Didcot Team</b> “Didcot smarter and beyond” <b>11:50–12:10</b>	<b>Break</b>
	<b>Break</b>	<b>The Future of Automated Driving</b> Stephan Stass ( <i>Bosch</i> ) <b>12:00–12:20</b>
	<b>Keynote Speaker: Hod Lipson</b> “Engineering the brain & robotics” <b>12:20–12:50</b>	<b>Break</b>
	<b>Break</b>	<b>The Dilemma of Future Propulsion Systems (moderated by Arun Srinivasan)</b> Cyrus Amini ( <i>Bosch</i> ), Jürgen Gerhardt ( <i>Bosch</i> ), Scott Kelly ( <i>Government</i> ), Panel Discussion <b>12:30–13:50</b>
13:00	<b>Women of the Future</b> Cristina Odone ( <i>Moderator</i> ), Carol Vorderman, Rachel Kelly, Princess Xenia zu Hohenlohe, Josephine Goube, Eman Martin-Vignerte <b>13:00–14:00</b>	<b>Break</b>
14:00	<b>Break</b>	<b>The Challenge of Mobility in Cities (moderated by Jason Pontin)</b> Anya Babbitt ( <i>SPLT</i> ), Neil Sharpe ( <i>Bosch</i> ), Michael Hurwitz ( <i>TfL</i> ), Panel Discussion <b>14:00–15:20</b>
15:00	<b>Design and Digitalisation in future cities</b> Mahesh Chikodi ( <i>Moderator</i> ), Michael Bhaskar, Sarah Ellis ( <i>RSC</i> ), Theo Spyropoulos ( <i>Minimaforms</i> ), Sameer Sharma ( <i>Intel</i> ) <b>14:20–15:20</b>	<b>Break</b>
	<b>Break</b>	<b>Connected and Automated, what’s next?</b> Stephan Stass ( <i>Bosch</i> ), Iain Forbes ( <i>CCAV</i> ), Hod Lipson, ESCRYPT representative, Panel Discussion <b>15:30–17:00</b>
	<b>Future of Mobility</b> Kay Herget ( <i>Bosch</i> ) <b>15:30–15:50</b>	
16:00	<b>Break</b>	
17:00	<b>Connected/Automated/Electrified Mobility</b> Jason Pontin ( <i>Moderator</i> ), Brett Hinds ( <i>Ford</i> ), Gus Park ( <i>Direct Line</i> ), Anya Babbitt ( <i>SPLT</i> ), Sven Lanwer ( <i>Bosch</i> ) <b>16:00–17:00</b>	

The private talks are by invitation only. If you are interested, please email [transforMOTION@uk.bosch.com](mailto:transforMOTION@uk.bosch.com)

\*Times and speakers may change.

