[November 2022]

ETHERNOVIA

IEEE-SA Ethernet & IP Automotive
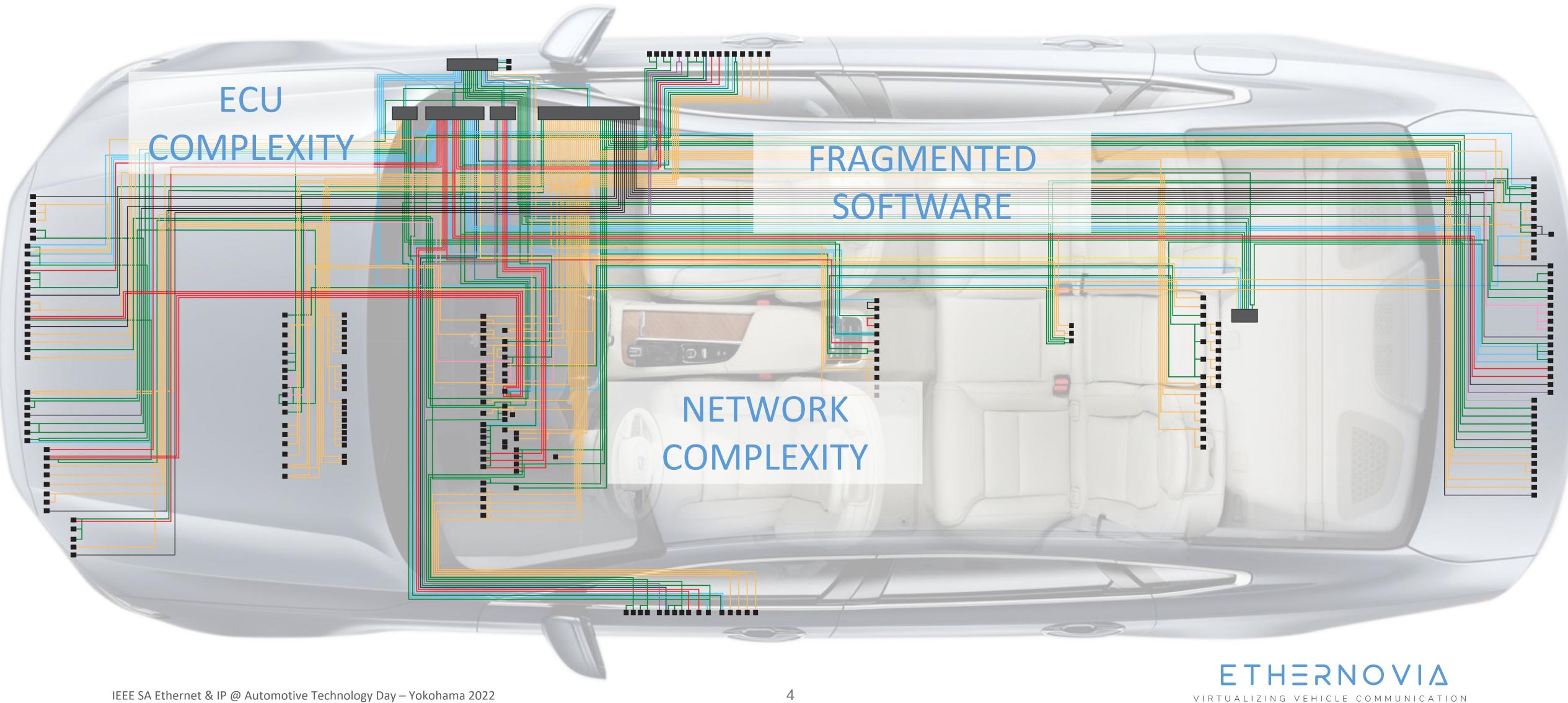Technology Day

Christopher Mash

- 15 years automotive experience, working with all OEMs and Tier 1's
- Multiple programs coving all traditional Domains taken from concept through to series production
- 25 years Ethernet experience (enterprise, carrier, industrial, consumer)
- Responsible for product / feature definition covering automotive PHY and switch semiconductor portfolio
- Built global application engineering teams responsible for supporting automotive Ethernet silicon and software solutions
- Led Beyond 10G Call For Interest (CFI) in IEEE802.3 (IEEE802.3cy)
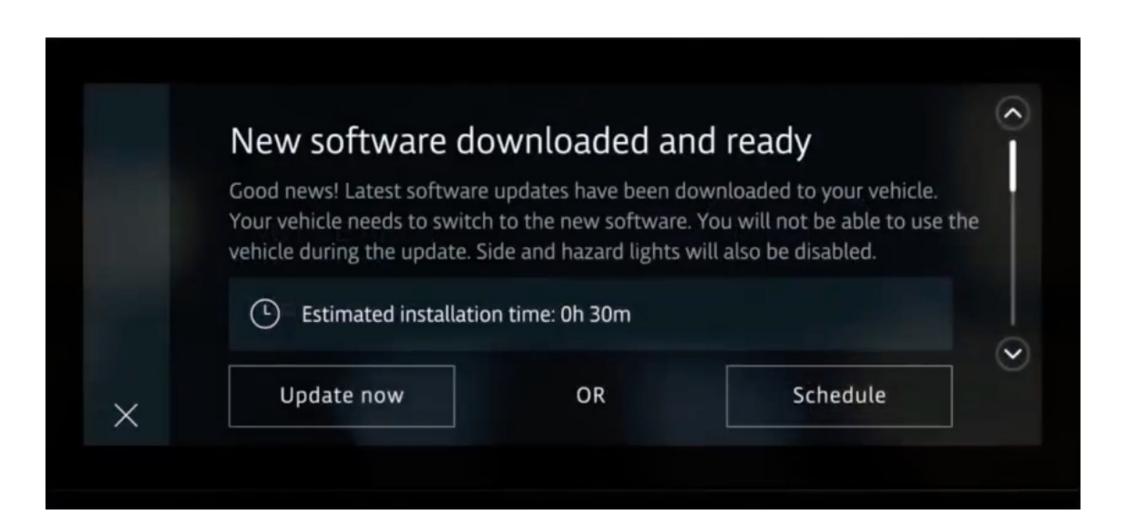- Member of the 1000BASE-T1 / IEEE802.3bp CFI team
- 14 Patents filed

ETHERNOVIA

VIRTUALIZING VEHICLE COMMUNICATION

Cars of the past just had to drive. Today's vehicles are computers on wheels with a multitude of increasingly complex features.

ETHERNOVIA

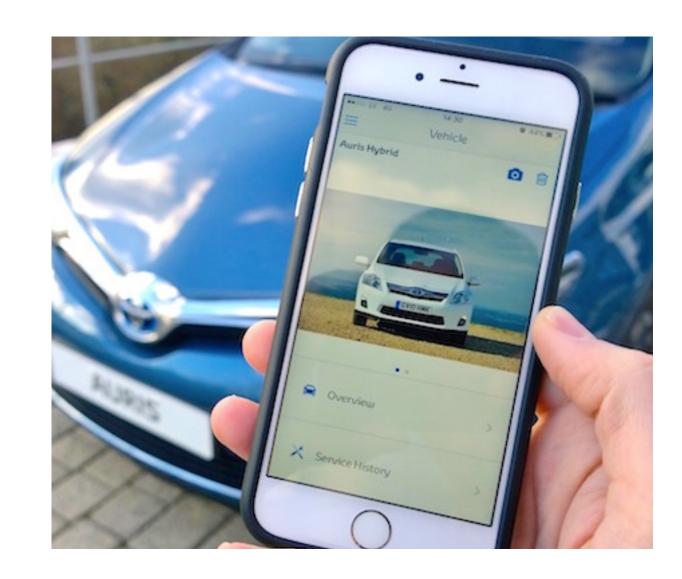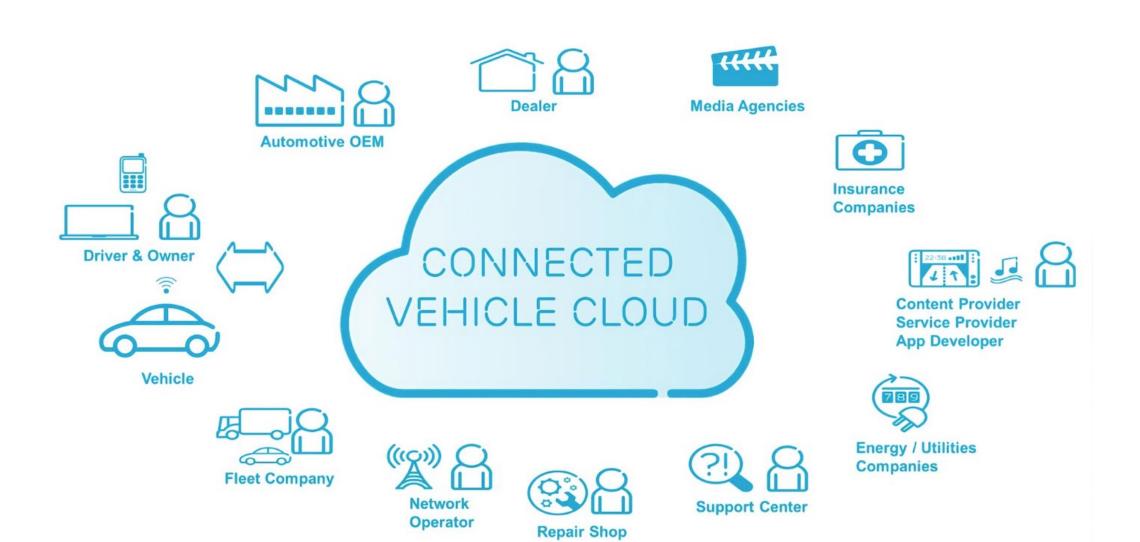High performance compute

Bandwidth explosion

ADAS > Autonomy

ECU Consolidation

Software Defined Services

Connectivity: cloud to car / 5G

Current Vehicle Network

ECU COMPLEXITY

FRAGMENTED SOFTWARE

NETWORK COMPLEXITY

ETHERNOVIA
VIRTUALIZING VEHICLE COMMUNICATION

SDV is already here!

ETHERNOVIA
VIRTUALIZING VEHICLE COMMUNICATION

SDV Vehicle Architecture

Ethernet Connectivity

Central Compute

Zonal Aggregators

ETHERNOVIA

VIRTUALIZING VEHICLE COMMUNICATION

ETHERNOVIA

Thank you