

09/19

Editorial Preview

AUTOMOBIL-ELEKTRONIK in September:

- Safety & Security
- Active and passive components
- IAA preliminary reports
- Ludwigsburg

Hüthig Electronics Media Group

Advertising deadline:
August 19, 2019

Publication date:
September 11, 2019



Cover sponsored by Aptiv



successful media for experts

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg

Tel.: +49 6221 489-232
Fax: +49 6221 489-482
www.all-electronics.de

Cover interview

AUTOMOBIL-ELEKTRONIK asked a major semiconductor manufacturer about the central issues currently facing the industry: analog and digital components for the automobiles of tomorrow and beyond. This interview is unique in 17 years of AUTOMOBIL-ELEKTRONIK!

Safety & Security

No safety without security

What is not taken into account security risk assessments today, and why is security a necessary prerequisite for safety? Automotive-specific answers to these questions are provided in this article, which also focuses particularly on agility and OTA updates.

ECU protection: with standardized key management

Vehicles are increasingly networked with external IT systems to support new functions and business models. In order to ensure the networked vehicles are protected from cyber attacks, cryptographic methods are used whose security is based on the relevant key material. Without secure keys there is no security. But what challenges is key management having to face up to, and what are the advantages of standardizing it within Autosar?



Security as part of strategic corporate management

The current question is not whether vehicles are hacked, but when and how. This makes automotive cyber security a critical success factor for a large number of companies. Cyber security is not only a technological challenge; it should rather be considered holistically in the context of entrepreneurial strategy so as to sustainably reduce the risk to the company in the face of cyber dangers.

Security as a building block for new on-board network architectures

Anyone looking into new vehicle architectures has to take IT security on board directly. Secure onboard communication is now being redefined as software is centralized on domain controllers and Ethernet is introduced. The new generation of hardware security modules (HSM) therefore combine multi-app capability with real-time communication.

Active and passive components

The hypervisor as a key technology for the car

Next-generation vehicle control units must be able to combine several independent applications to provide future vehicle functions and meet the relevant requirements. This is particularly important for vehicle electrification and vehicle dynamics applications. A dedicated processor enables this by providing a secure platform with comprehensive hardware support for hypervisor users and flexible security features.



Correctly assessing the safety of automotive ICs

FMEDA and conformity to ISO 26262 are crucial requirements for the manufacture of highly reliable automotive ICs that not only function correctly and are secure but are also fail-safe in terms of accidental hardware failure. But how can this security be properly assessed?

IAA preliminary reports

A firework of innovations can once again be expected at the IAA 2019 – not just from automobile manufacturers but from suppliers, too. The editorial staff visited the suppliers and had the opportunity to take a look at numerous IAA innovations as well as test drive test vehicles specially equipped with the new technology. The articles now report on the facts and impressions gained – including products made by companies such as Bosch, Borg-Warner, Continental, Gentex, Mahle and ZF.

Ludwigsburg

Follow-up report: the talks

Once again this year we will exclusively present the content of the talks given at the 23rd Automobil-Elektronik Congress in Ludwigsburg.

EDITORIAL PREVIEW



Advertising formats

	Width x height	Basic price b/w	4c
1/1 page	178 mm x 257 mm	€ 4,700.00	€ 5,775.00
1/2 page	86 mm x 257 mm /178 mm x 126 mm	€ 2,510.00	€ 3,355.00
1/3 page	56 mm x 257 mm /178 mm x 83 mm	€ 1,500.00	€ 2,345.00
1/4 page	41 mm x 257 mm /178 mm x 62 mm	€ 1,100.00	€ 1,700.00

For further information, please request our complete media data. Or simply click

www.automobil-elektronik.de

Contact Persons

Advertising manager:

Frank Henning
Tel. +49 6221 489-363
frank.henning@huethig.de

Publishers

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Tel. +49 6221 489-232
Fax +49 6221 489-482
www.all-electronics.de

Sales Force

Austria, Great Britain, Ireland, USA, Canada
Marion Taylor-Hauser
Max-Böhm-Ring 3
D-95488 Eckersdorf
Tel. +49 921 31663
Fax +49 921 32875
taylor.m@t-online.de

Switzerland, Liechtenstein

Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel. +41 71 55202-12
Fax +41 71 55202-10
kh@interpress-media.ch

Greater China, Thailand, Phillipines, Indonesia and Vietnam

Judy Wang
Room 601, Unit 1,
Building 25,
XiBaHeDongLi,
ChaoYang District,
Beijing, China
Cell: 0086-13810325171
judy@worldwidefocus.hk

Order

Please call me

Please send me the media data for

- AUTOMOBIL-ELEKTRONIK
- elektronik industrie
- elektronik journal
- productronic
- all-electronics.de

We are interested in an advertisement

- 1/1 page
- 1/2 page
- 1/3 page
- 1/4 page

Fax service +49 6221 489-482

Last name, first name

Company

Department

Street/post office box

Postal code/City or town

Phone

E-Mail



successful media for experts

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg

Tel.: +49 6221 489-232
Fax: +49 6221 489-482
www.all-electronics.de