Automotive at GTC
March 18–21, 2024

The Conference for the Era of AI
Discover how AI and the unlimited potential of NVIDIA DRIVE® and NVIDIA Omniverse™ are transforming the automotive industry. Explore sessions on autonomous driving, generative AI, large language models, simulation, safety, design, manufacturing and more.

Featured Automotive Sessions

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<th>Session</th>
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<td>Accelerating the New Era of Autonomous Vehicles With Generative AI</td>
<td>Raquel Urtasun, Founder and CEO, Waabi</td>
<td>Tuesday, March 19, 10:00 AM PDT</td>
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<td>Applying AI &amp; LLMs to Transform the Luxury Automotive Experience</td>
<td>Chrissie Kemp, Chief Data and Digital Product Officer, JLR (Jaguar Land Rover)</td>
<td>Tuesday, March 19, 11:00 AM PDT</td>
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<td>Accelerating Automotive Workflows With Large Language Models</td>
<td>Bryan Goodman, Director, Artificial Intelligence, Ford Motor Co.</td>
<td>Tuesday, March 19, 3:00 PM PDT</td>
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<td>Infusing the Car’s Cockpit With AI</td>
<td>Dr. Ephrem Chemaly, VP &amp; GM, Automotive Business Unit, MediaTek</td>
<td>Wednesday, March 20, 9:00 AM PDT</td>
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<td>How LLMs and Generative AI will Enhance the Way We Experience Self-Driving Cars</td>
<td>Alex Kendall, Co-Founder and CEO, Wayve</td>
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GTC 2024 Keynote
Monday, March 18, 1:00 PM PDT
Join NVIDIA founder and CEO Jensen Huang as he shares the latest breakthroughs in accelerated computing, generative AI, simulation, and cloud technologies.

Save the Date
### DRIVE Developer Day

**Accelerating the Shift to AI-Defined Vehicles**  
**Xinzhou Wu**, VP of Automotive, NVIDIA  
Thursday, March 21, 8:00 AM PDT

**Achieving Scalable Autonomous Vehicle Driving with NVIDIA DRIVE**  
**Sarah Tariq**, VP, Autonomous Driving Software, NVIDIA  
Thursday, March 21, 9:00 AM PDT

**Advancing Automotive AI With Large Language Models and Vision Language Models on NVIDIA DRIVE**  
**Rui Zhuo**, Senior Software Manager, NVIDIA  
Thursday, March 21, 9:30 AM PDT

**Accelerating Autonomous Vehicle Development With High-Performance AI Computing**  
**Norm Marks**, VP, Automotive Enterprise, NVIDIA  
Thursday, March 21, 10:30 AM PDT

**Building the Next-Generation of Autonomous Vehicles in Simulation**  
**Matt Cragun**, Senior Product Manager, DRIVE Sim, NVIDIA  
Thursday, March 21, 11:00 AM PDT

**Advancing Autonomous Vehicle Simulation with Omniverse and Generative AI**  
**Gautham Sholingar**, Senior Manager, Product, NVIDIA  
Thursday, March 21, 2:00 PM PDT

**Improving Safety with Software-Defined Vehicles**  
**Jonas Nilsson**, Senior Engineering Manager, AV Safety, NVIDIA  
Thursday, March 21, 3:00 PM PDT

### AV Development and Simulation

**Revolutionizing AV Development With Foundation Models**  
**Marco Pavone**, Director, Autonomous Vehicle Research, NVIDIA  
Monday, March 18, 9:00 AM PDT

**Addressing AV Deployment Policy Issues and Introducing a New Digital Proving Ground**  
**Joseph M. Kolly**, Director of the Transportation Innovation Center, MITRE  
Wednesday, March 20, 9:00 AM PDT

**Achieving Better Accuracy in 3D Occupancy Prediction for Autonomous Driving**  
**Jose Alvarez**, Director, Research, NVIDIA  
**Zhiding Yu**, Senior Research Scientist, NVIDIA  
Monday, March 18, 10:00 AM PDT

**Open-Source Autonomous Vehicle Simulation With CARLA**  
**German Ros Sanchez**, Director of Simulation Ecosystem Development, NVIDIA  
Tuesday, March 19, 4:00 PM PDT
The Nuro Driver: An AI-first Autonomous Driving System

**Albert Meixner**, Head of Software, Nuro
Wednesday, March 20, 3:00 PM PDT

Achieving Mass Commercial AV Deployment With Real World and Virtual Validation

**Sagar Behere**, VP of Safety, Foretellix Ltd.
Wednesday, March 20, 4:00 PM PDT

Commercializing Mass-Produced Autonomous Driving Solutions

**Maxwell Zhou**, CEO, DeepRoute.ai
Wednesday, March 20, 11:00 AM PDT

Minimizing Manual Data Labeling in Autonomous Driving

**Antonio M. López**, ICREA Academia Professor Computer Vision Center (CVC), Univ. Autònoma de Barcelona (UAB)
Wednesday, March 20, 5:00 AM PDT

AI Drives Innovation and Development of Automotive Technology - Simulive

**Jia Peng**, Head of Intelligent Driving Technology R&D, Li Auto
**Chen Wei**, Chief Scientist of Intelligent Space Algorithm, Li Auto
**Click Cheng**, Technical Director, Automotive Industry Data Center, NVIDIA
**Joey Wang**, GPU Accelerated Computing Software Development Manager, NVIDIA
**Martin Chi**, TSE Team Senior Technical Manager, Deep Learning, NVIDIA
**Phoebe Li**, Automotive Industry Developer Relations Manager, NVIDIA
Monday, March 18, 11:00 PM PDT

Closed-Loop System of Autonomous Driving Data Supported by Foundation Models - Simulive

**Chen Yong**, Director of Data Intelligence Center, Geely Automobile
Wednesday, March 20, 1:00 AM PDT

Enhancing AI-Based Perception Testing with Radar Sensor Simulation

**Lionel Bennes**, Lead Product Manager, Ansys
Wednesday, March 20, 2:00 PM PDT

Reliable Multi-Modal Perception in Complex Urban Multi-Agent Settings - Simulive

**Daniel Watzenig**, Professor and CTO, Graz University of Technology and Virtual Vehicle Research
Wednesday, March 20, 4:00 AM PDT

A Foundational Driving Model Trained using Billions of Miles of Real-World Driving Data

**David Julian**, Chief Technology Officer and Co-Founder, Netradyne
Wednesday, March 20, 11:30 AM PDT

Introduction to Autonomous Vehicles

**Aaraadhya Narra**, Senior Product Manager, Autonomous Vehicles, NVIDIA
Monday, March 18, 8:00 AM PDT

Register for GTC
Design and Manufacturing

Automotive Design Fueled by Generative AI

Ashlee Martino-Tarr, 3D Workflow Specialist, NVIDIA
Peter Pang, Senior Product Manager, NVIDIA

Tuesday, March 19, 8:00 AM PDT

Transforming Factory Planning and Manufacturing Operations Within Digital Mega Plants

Benjamin Huber, Head of Advanced Automation & Digitalization, Business Area UX, Continental

Wednesday, March 20, 10:00 AM PDT

Unifying & Accelerating Automotive Design Workflows

Alain Gonzalez, Senior Solution Architect and Expert, Stellantis
Arnaud Chanonier, Senior IT Project Manager, Stellantis

Wednesday, March 20, 8:00 AM PDT

Innovative Applications of Real-time 3D and AI in the Automotive Industry - Simulive

Hongnian Zang, CIO, Lotus Tech
Zhou Huang, Senior Director, Lotus Tech

Wednesday, March 20, 12:00 AM PDT

Driving Accessibility to High-End Graphics with BMW and CloudXR

Xaver Freiherr Loeffelholz von Colberg, Product Owner 3D AppStore, BMW Group

Wednesday, March 20, 11:00 AM PDT

Retail Configurators

Using CloudXR to Deliver High-Performance, Scalable Customer Retail Experiences for Aston Martin

Chris O'Connor, Executive Director, ZeroLight

Wednesday, March 20, 4:00 PM PDT

Building a 3D Product Configurator With USD and Omniverse

Ashley Goldstein, Developer Advocate, Omniverse, NVIDIA
Devin Lafontaine, Senior Product Manager, Omniverse, NVIDIA
Martin Karlsson, Principal Product Manager, Omniverse, NVIDIA

Tuesday, March 19, 8:00 AM PDT

Register for GTC
High-Performance Computing

Accelerating Aerodynamics Analysis at Mercedes-Benz

Erich Jehle-Graf, Mercedes-Benz
Liam McManus, Technical Product Manager, Siemens
Tuesday, March 19, 3:00 PM PDT

Revolutionizing Industrial Fluid Dynamics With Advanced Deep Learning Techniques

Bradley Safnuk, AI/ML Technical Leader, Ford Motor Co.
Tuesday, March 19, 11:00 AM PDT

How GM Motorsports Accelerated External Aerodynamics Analyses With AI Physics in the Cloud

Joris Poort, Founder & CEO, Rescale
Tuesday, March 19, 4:30 PM PDT

Connect with NVIDIA Automotive Experts

Using Omniverse & AI for Digital Transformation in Automotive
Wednesday, March 20, 2:00 PM PDT

Generative AI and Accelerated LLMs in the Automotive Industry
Wednesday, March 9:00 AM PDT

OpenUSD And Omniverse for 3D Product Configurators
Wednesday, March 20, 11:00 AM PDT

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