

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

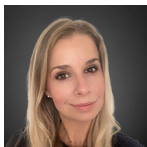


Accelerating the New Era of Autonomous Vehicles With Generative AI

Raquel Urtasun

Founder and CEO, Waabi

Tuesday, March 19, 10:00 AM PDT

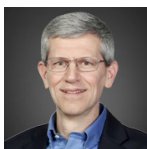


Applying AI & LLMs to Transform the Luxury Automotive Experience

Chrissie Kemp

Chief Data and Digital Product Officer, JLR (Jaguar Land Rover)

Tuesday, March 19, 11:00 AM PDT



Accelerating Automotive Workflows With Large Language Models

Bryan Goodman

Director, Artificial Intelligence, Ford Motor Co.

Tuesday, March 19, 3:00 PM PDT



Infusing the Car's Cockpit With AI

Dr. Ephrem Chemaly

VP & GM, Automotive Business Unit, MediaTek

Wednesday, March 20, 9:00 AM PDT

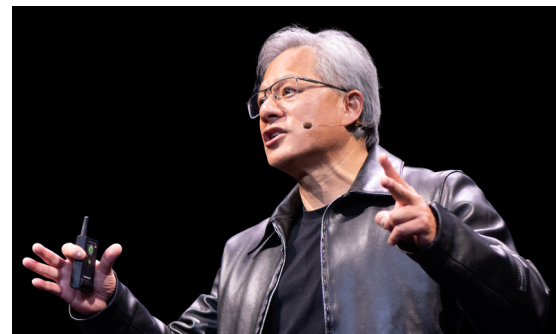


How LLMs and Generative AI will Enhance the Way We Experience Self-Driving Cars

Alex Kendall

Co-Founder and CEO, Wayve

Tuesday, March 19, 9:00 AM PDT



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



Generative AI and Industrial Digitalization in the Automotive Industry

Alex Kendall, Co-Founder and CEO, Wayve

Raquel Urtasun, Founder and CEO, Waabi

Chrissie Kemp, Chief Data and Digital Product Officer, JLR (Jaguar Land Rover)

Norm Marks, VP, Automotive Enterprise, NVIDIA

Tuesday, March 19, 2:00 PM PDT

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

Mark Rosekind, Former Administrator (2014-2017), National Highway Traffic Safety Administration (NHTSA)

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

Hear From Automotive
Experts at Global Companies



Register for GTC

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

MEDIATEK



MITRE



nuro



SIEMENS



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

Register for GTC