

# TECHForum China

📍 Jing An District, Shanghai

📅 December 5, 2024



8:30 - 9:30	<b>Registration</b>	CN/EN
9:30 - 9:40	<b>Welcome Address</b> William Dong – Country Sales Director, Greater China	CN/EN
9:40 - 10:10	<b>BlackBerry IoT Business Update</b> Mattias Eriksson – President, BlackBerry QNX	EN
10:10 - 10:40	<b>QNX SDP 8.0: Innovation and Investment for the Future</b> Patrick Perron – Senior Product Manager	EN
10:40 - 11:00	<b>生成式AI定义汽车的思考 (Qualcomm)</b> Edward AI – Senior Director of Product Marketing	CN
11:00 - 11:30	<b>Networking Break &amp; Partner Demonstrations</b>	-
11:30 - 12:00	<b>QNX Sound: Managing the Entire Vehicle Soundscape</b> Jose Maria Marin – Global Sales Director, Software-Defined Audio Jie YAO (姚杰) – Co-founder, DayinTec	CN/EN
12:00 - 12:20	<b>High Safety, High Performance, Intelligent Cockpit System</b> <b>高安全、高性能、自主可控智能座舱系统 (Rockchip)</b> Liang Zhu – Director of Auto Business	CN
12:20 - 12:50	<b>QNX Next Generation Digital Cockpit: Accelerating Digital Cockpit Development</b> Harry Yu – Sr. Director, Engineering Services, APAC	CN
12:50 - 14:20	<b>Networking Lunch &amp; Partner Demonstrations</b>	-
14:20 - 14:50	<b>QNX Containers: Virtualization for Reliable Systems</b> Patrick Perron – Senior Product Manager	EN
14:50 - 15:10	<b>AI座舱: 智趣出行新体验 (Foryou)</b> Yong Zuo – General Manager, Intelligent Cockpit Division	CN
15:10 - 15:30	<b>引领变革趋势 助力下一代智能座舱快速落地 (SemiDrive)</b> Matt Sun – CTO of SemiDrive	CN
15:30 - 16:00	<b>Networking Break &amp; Partner Demonstrations</b>	-
16:00 - 16:20	<b>高性能车规SoC的软件架构演进 (Siengine)</b> Huchang Sun – Director of Software Architecture	CN
16:20 - 16:50	<b>QNX Safety and Security</b> Harry Yu – Sr. Director, Engineering Services, APAC	CN
16:50 - 17:00	<b>Wrap Up</b> William Dong – Country Sales Director, Greater China	CN/EN

# BlackBerry QNX Speakers

## Mattias Eriksson

President, BlackBerry QNX

Mattias Eriksson, President of BlackBerry's IoT business which consists of BlackBerry QNX, and BlackBerry IVY. Prior to joining BlackBerry, Mattias spent 10 years with HERE Technologies in various leadership roles and 15 years in a variety of management roles throughout APAC for Nokia, Motorola, and Siemens. Mattias holds an MBA from INSEAD, a Master's Degree in Engineering Physics, and a Bachelor's Degree (BSc) in Marketing and Economics from Lund University.



## Patrick Perron

Senior Product Manager

Patrick Perron is a senior product manager and an embedded software engineer with a specialization in microkernel-based real time operating systems. In his current role, he focuses on driving customer success in key areas such as kernel, tooling, safety, and security. Patrick also has a Master of Engineering in technology innovation management, where he researched best practices for implementing Continuous Integration and Continuous Delivery/Deployment (CI/CD) in the development of safety-critical software.



## Jose Maria Marin

Global Sales Director, Software-Defined Audio

Jose Maria Marin is Director of Global Sales, Software-Defined Audio, at BlackBerry QNX. He joined QNX from AWS Industry Products where he helped introduce BlackBerry IVY (co-develop with AWS) into the market. Prior to that, Jose worked at Amazon Smart Vehicles, where he drove business development for T1 suppliers adopting Alexa Automotive. Jose spent over a decade in various engineering roles in audio and acoustics, including leading the systems engineering team for Active Noise Control at Harman. He holds a Bachelor of Engineering in Telecommunications and a Master's degree in Automotive Acoustics. His mission is to help automakers deliver the Software-Defined Vehicle by combining cloud and embedded software solutions.



## Harry Yu

Senior Director, Engineering Services, APAC Offices

Harry Yu brings nearly 25 years of expertise in the embedded systems industry. As Senior Director of Engineering Services for BlackBerry QNX in the APAC region, Harry oversees professional engineering support and project management teams across China, Japan, Korea, and India. His role focuses on empowering customers and partners to develop world-class products for the automotive and embedded markets. Previously, he served in leadership roles at Cactus Commerce and Nortel Networks, focusing on embedded software development, system integration, and advanced technology research. Known for his technical expertise and strategic leadership, Harry is dedicated to driving innovation and delivering world-class solutions to partners and customers.



## William Dong

Country Sales Director, Greater China

William Dong is the Country Manager for Greater China at BlackBerry QNX. He has rich experience working with embedded software, the automotive electronics industry, and has been an expert in RTOS for 17 years. In the past, he has worked for Datang group, Alcatel-Lucent, and ENEA in R&D, management, and marketing.



## 生成式AI定义汽车的思考

### Edward AI (艾和志)

Senior Director of Product Marketing  
Qualcomm

现任高通技术公司产品市场高级总监，负责高通技术公司在中国的汽车产品及业务战略。作为深耕电信及半导体行业二十多年的资深人士，艾和志负责统筹高通技术公司中国市场汽车产品组合，驱动公司在中国市场的汽车业务增长，并负责战略执行和推动生态系统合作等工作。在加入高通技术公司之前，艾和志曾在博通和Marvell 担任过多个工程和产品管理职位。艾和志拥有清华大学和南加州大学硕士学位



Qualcomm 高通

## Managing the Entire Vehicle Soundscape

### Jie YAO (姚杰)

Co-Founder  
DayinTec

座舱电子15年以上产品开发经验，曾主导全球雷诺日产驾舱项目开发，实现全球首个无DSP产品投产



DAYIN  
tec

## 高安全、高性能、自主可控智能座舱系统

### Liang ZHU (朱亮)

Director of Auto Business  
Rockchip

拥有汽车行业超15年销售与市场经验，曾服务过联发科、意法半导体等半导体厂商



Rockchip  
瑞芯微电子

## AI座舱：智趣出行新体验

### Yong Zuo (左勇)

General Manager, Intelligent Cockpit Division  
Foryou

近20年汽车电子行业从业经历，在汽车智能座舱领域有深入的研究和丰富的实践经验，现任惠州华阳通用电子有限公司副总经理



ADAYO  
华阳通用

# 引领变革趋势 助力下一代智能座舱快速落地

## Matt SUN (孙鸣乐)

CTO  
SemiDrive

拥有近15年高性能SoC芯片架构设计经验，精通ARM处理器体系架构、有丰富的系统架构设计、总线设计和性能优化经验。设计过多款在汽车、工业和消费电子领域广泛应用的ARM应用处理器。



芯驰  
SemiDrive

# 高性能车规SOC的软件架构演进

## Huchang Sun 孙虎昌

Director of Software Architecture  
Siengine

专注高性能SOC芯片软件架构设计20余年，先后就职于摩托罗拉、展讯、猎户星空等公司，在自动驾驶、高性能座舱、AI移动机器人、智能手机相关领域有丰富的架构设计经验及成功实践，擅长软硬件协同设计及复杂软件系统的构建



siengine

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