



Announcing the 2021 Informa Tech Automotive Award Winners

Informa Tech Automotive Group is honored to announce the winners for the 2021 Informa Tech Automotive Awards, taking place during Automotive Tech Week.

NOVI, MICHIGAN, UNITED STATES, November 17, 2021 -- [Informa Tech Automotive Group](#) is pleased to share the automotive innovators who made the winners list for 2021.

The Informa Tech Automotive Awards, formerly known as TU-Automotive Awards, celebrates the best talent, products, and services across automotive technology. These companies have been selected based on rigorous criteria set forth by our judging panel, supported by the WardsAuto and Wards Intelligence editorial and analyst teams.

Those who landed a spot on the shortlist were invited to attend the awards ceremony Tuesday evening at the Suburban Collection Showplace in Novi, Michigan during Informa Tech Automotive Group's Automotive Tech Week event. The winners were announced live on-site in front of their peers and bestowed a trophy to display their achievement and recognition.

The 2021 Informa Tech Automotive award winners are as follow:

LEADER IN AUTOMOTIVE TECH: Michael Reth, CEO/Founder, Axiom Connected LLC (Leader in Automotive Tech Award Sponsored by Otonomo)

Michael founded Axiom Connected to create a unified consumer experience, driving higher attachment rates of products per vehicle, deliver traditional products in a digital fashion, creating an entirely new revenue stream for post-transaction subscription products. The result, a fully digital white-labeled TPA platform with over 120m vehicles connected via over air.

AUTOMOTIVE INSPIRATION OF THE YEAR (under 30): Jordan Greene, Co-Founder & GM of ADAS, AEye

Jordan has been an integral contributor to AEye's core IP, co-authoring multiple patents which created the foundation for AEye's uniquely intelligent LiDAR, while also leading corporate

development and venture funding. He spearheaded partnerships with Global 100 companies and institutional and corporate investors to move the company and industry forward.

AUTOMOTIVE INSPIRATION OF THE YEAR (under 40): Hemant Sikaria, CEO & Co-Founder, Sibros

Hemant Sikaria is a self-made entrepreneur with a bold vision for the future of the automotive industry. Hemant joined Tesla as an early engineer, quickly becoming an expert in his domain, contributing achievements that have set the bar for connected technology in the automotive industry. During his tenure at Tesla, Hemant helped architect and implement the company's first mass-scale OTA update system; designing a unified bootloader working with 115+ ECUs and 15+ suppliers; devising algorithms for battery and charging systems; building a team of 40+ engineers; promoting the internal development of reusable code libraries; playing a key role in the launch of the Model X and 3 (for body and chassis firmware development) and holds patents for the development of the Falcon Wing doors.

SOFTWARE SUPPLIER OF THE YEAR: Cerence Inc.

In its first two years as an independent company, Cerence soared to success. With its decades of experience as its foundation, Cerence set an aggressive pace of innovation, introducing a steady cadence of new products that leverage voice and conversational AI in entirely new ways.

START UP OF THE YEAR: NODAR

NODAR's camera-based 3D vision software technology is a crucial component in the development of ADAS and autonomous vehicles bringing safety, advanced performance, and cost-effectiveness to the automotive market.

COLLABORATIVE PARTNERSHIP OF THE YEAR: Qualcomm Technologies, partnered with Spoke

Qualcomm Technologies partnered with Spoke, a mobility platform for safety, connectivity, and rich rider experiences, to bring connected technology to vulnerable road users, including bicyclists and scooter riders, using Cellular Vehicle-to-Everything (C-V2X) solutions from Qualcomm. A first-of-its-kind solution, this safety suite will offer secure, direct communication between drivers and riders.

AUTOMOTIVE TECH COMPANY OF THE YEAR: Parkopedia

Leading connected vehicle service provider Parkopedia works with more than twenty global automakers, and leading mapping-technology providers, to help millions of drivers find, reserve, and pay for parking in 15,000 cities across 89 countries. Parkopedia is also developing highly detailed maps to help drivers and self-driving vehicles navigate indoors.

AUTOMOTIVE INFOTAINMENT PRODUCT/SERVICE OF THE YEAR: XPERI's DTS AutoStage

Xperi revolutionized in-car infotainment with DTS AutoStage, which combines over-the-air broadcast with IP-delivered content for a robust, richer, more personalized in-cabin infotainment experience. Built on the largest, deepest data set of broadcast and music metadata, DTS AutoStage is the first global hybrid radio platform to be commercialized around the world.

AUTOMOTIVE AI PRODUCT/SERVICE OF THE YEAR: SafeRide Technologies' vInsight™

vInsight™ is an AI-based Vehicle Health Management (VHM) platform for OEMs, Tier 1 suppliers, aftermarket telematics vendors, and fleets. The vInsight platform includes a VHM development tool, an in-vehicle inference engine, and an AI-based data analytics software for commercial fleets.

AUTOMOTIVE CYBERSECURITY PRODUCT OF THE YEAR: Upstream Security's Data Management Platform

Upstream Security's Data Management Platform is a cloud-based mobility cybersecurity platform which is purpose-built for connected vehicles and smart mobility services. Upstream's solutions are trusted by the world's leading automotive OEMs, parts suppliers, mobility service providers, and others in advancing the security, safety and optimization of the automotive industry.

AUTOMOTIVE FLEETS PRODUCT/SERVICE OF THE YEAR: CANGO HARD & SOFT SRL's FLEETCARE

Predictive maintenance allows fleet maintenance to be more fluid and better timed, by providing the alerts before the vehicle problems arise, minimizing future damage risks. Fleetcare analyses data by using your existing telematics devices and detects a problem in the vehicle behavior near-time. Now you know before it happens!

MOBILITY PRODUCT/SERVICE OF THE YEAR: ZF's ProAI Central Computing Platform

ZF's ProAI central computing platform is the most powerful, scalable supercomputing unit for a wide range of mobility applications across virtually any vehicle type and suitable for all levels of automated or autonomous driving. It works seamlessly with software, sensors and actuators for the software-defined vehicle and new mobility concepts.

FUTURE DEALER PRODUCT/SERVICE OF THE YEAR: Axiom's COVI

COVI connected provides a digital warranty solution with the power of real-time connections from OEM data including triggered diagnostic codes, creating a seamless experience, and putting the warranty administrator/OEM in control of risk. The platform connects over 120 million vehicles to right-time marketing offers, drive service revenues, and lower risk.

CONNECTIVITY PRODUCT/SERVICE OF THE YEAR: Honda Research Institute's 5G Multi-Access Edge Computing (MEC) V2X Safety Technology

Honda Research Institute has successfully built the world-first 5G Multi-Access Edge Computing (MEC) V2X safety technology pilot system in collaboration with Verizon Wireless. This system enhances road safety especially in challenging environment by wirelessly communicating critical information between 5G-equipped vehicles and Verizon Wireless's promising 5G MEC infrastructure and technology.

COCKPIT OF THE FUTURE PRODUCT/SERVICE OF THE YEAR: Eyeris' In-cabin Sensing AI

A state-of-the-art in-cabin sensing AI that enables human behavior understanding, object recognition and surface classification through sensor fusion, for optimized safety and comfort. Eyeris combines data from RGBIR image sensors, radars and thermal imagers with efficient inference using a wide range of automotive-grade AI-enabled processors, and modern AI chips.

ADAS & AUTONOMOUS PRODUCT/SERVICE OF THE YEAR: Arbe's 4D Imaging Radar Technology

Arbe's 4D Imaging Radar Technology is revolutionizing automotive sensing with an affordable, ultra-high-resolution sensor that delivers top performance in all environment, weather and lighting conditions, providing an unmatched level of safety to the market.

BATTERY PRODUCT/SERVICE OF THE YEAR: Joyson Safety Systems's Safety Based Pyrotechnic Actuator

A Safety based Pyrotechnic actuator developed for the electric vehicle market to irreversibly disconnect the high voltage, high current flow from the battery to surrounding Electric vehicle systems. The device when triggered protects occupants and 1st responders from harm upon a vehicle accident or serious battery management issue.

OEM OF THE YEAR: Hyundai Motor Company (OEM of the Year Award Sponsored by CS Group)

This specific award is chosen by the WardsAuto and Wards Intelligence team of automotive analysts and jurors for the Wards 10 Best Engines & Propulsion Systems, Wards 10 Best Interiors and Wards 10 Best UX who have driven the latest new vehicles in the marketplace. Wards analysts also have specific areas of expertise in propulsion systems, battery and electrification technology, electronic architectures, ADAS, autonomy, user experience, connectivity, cockpits and more.

Factors noted by judges when choosing OEM of the Year included audacious technology, diversity, equity and inclusion, supply chain stability, as well as across-the-board product success with all vehicle brands.

"We value our customers the most through our products we put out on the market," says Byungho Lee, Director of Propulsion System Development at Hyundai Kia America Technical Center, Inc. (HATCI), winner of 'OEM of the Year'.

“We also value the people within our company. They are the crown jewels, and we are really proud of them, as they are the ones who made this all possible,” adds Lee.

Informa Tech Automotive Group congratulates all those who made the shortlist, as well as those who earned a spot on the winners list. Each company and/or person is taking tremendous strides in the automotive industry and is commended for their achievements.

The 2022 Informa Tech Automotive awards will take place during Automotive Tech Week in Novi, Michigan June 6-10. For more information about the awards, please visit:

<https://wardsauto.informa.com/informa-tech-automotive-awards/>

ABOUT AUTOMOTIVE TECH WEEK

Automotive Tech Week co-located with FOCUS: Electrification & Advanced Propulsion and FOCUS: Future Dealer, brings together all aspects of the industry to immerse attendees in automotive tech, new vehicles, and the community like no other event. Automotive Tech Week 2021 features a collection of awards including the Wards 10 Best Series and the Informa Tech Automotive Awards. The Wards 10 Best Series recognizes and showcases the best in automotive engines and propulsion systems, interior design, and the user experience. The Informa Tech Automotive Awards celebrate innovation, achievement, and collaboration within automotive tech, to further the acknowledgment of outstanding contributions to the industry. Register today at <https://wardsauto.informa.com/auto-tech-week/>.

ABOUT INFORMA TECH AUTOMOTIVE GROUP

Informa Tech Automotive Group is the trusted voice and knowledge resource for the leaders of the fast-paced digital automotive revolution. Combining the research expertise of Wards Intelligence, the reach and community of WardsAuto, and the connection and event power of TU-Automotive, our trusted brand pillars provide expert direction with unrivaled opportunities for the leaders, innovators, and stakeholders who are developing strategies for a competitive edge in the industry. Our offerings include eNewsletters, industry events, subscription services, consulting, data and insights, marketing services, and more. To learn more about Informa Tech Automotive Group, visit <https://wardsauto.informa.com/>.

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