



# MASA DAY DIGITAL

**DEMO & TALKS**  
Modena, 15 May 2020

## Agenda

[www.automotivesmartarea.it](http://www.automotivesmartarea.it)  
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## INTRODUCTION AND OPENING SESSION

9.00 - 11.30

### INSTITUTIONAL WELCOMING

Language IT

9.00 - 9.40

Chair:

**Ettore Tazzioli**

Direttore TRC

Università degli Studi di Modena e Reggio Emilia

**Rettore Prof. Carlo Adolfo Porro**

Comune di Modena

**Sindaco Gian Carlo Muzzarelli**

Regione Emilia Romagna

**Ass. Andrea Corsini**

Ambasciata di Svezia

**Cons. Sara Dahlsten**

Ministero delle infrastrutture e dei trasporti

**Ministra Paola De Micheli**

Ministero per l'innovazione tecnologica e la digitalizzazione

**Ministra Paola Pisano**

### INTER-MINISTERIAL AGREEMENT ANNOUNCEMENT

Language IT

9.40 - 10.00

Chair:

**Ettore Tazzioli**

Direttore TRC

*"PROTOCOLLO D'INTESA INTERMINISTERIALE MIT E MID IN MATERIA  
DI INNOVAZIONE PER LA GUIDA AUTONOMA E CONNESSA IN AMBITO  
URBANO ED EXTRAURBANO"*

Ministero delle infrastrutture e dei trasporti

**Ministra Paola De Micheli**

Ministero per l'innovazione tecnologica e la digitalizzazione

**Ministra Paola Pisano**

Keynote speech:  
**PRESENT AND FUTURE  
OF THE SMART ROAD**

Language IT

10.00-11.30

Chair:  
**Ettore Tazzioli**  
Direttore TRC

*"SMART ROAD E GUIDA AUTONOMA: STRUMENTI DI SICUREZZA STRADALE E OCCASIONE DI CRESCITA SOSTENIBILE"*

Ministero delle infrastrutture e dei trasporti

**Sottosegr. Roberto Traversi**

*"LA VELOCITÀ DELL'INNOVAZIONE E IL NUOVO REGOLAMENTO SMART ROAD"*

Ministero delle infrastrutture e dei trasporti

**Ing. Mario Nobile**

*"ANAS SMART ROAD: THE FUTURE OF MOBILITY"*

ANAS

**Ing. Luigi Carrarini**

*"IL NUOVO PARADIGMA DEI TRASPORTI E DELLA MOBILITÀ A SEGUITO DELLA PANDEMIA COVID-19"*

Politecnico di Torino

**Rettore Prof. Guido Saracco**

*"IL MODELLO DELLA TRIPLA ELICA PER LA NUOVA MOBILITÀ"*

Università degli Studi di Modena e Reggio Emilia

**Prof. Gianluca Marchi**, Delegato alla Terza Missione

*"CENTER FOR AUTOMOTIVE RESEARCH AND SUSTAINABLE"*

Politecnico di Torino

**Prof. Giovanni Belingardi**, Presidente CARS

**SESSION 1: CONNECTIVITY AND SMART MOBILITY**

11.30 - 13.15

Keynote Speech:  
**AUTOMOTIVE RESEARCH  
AND SMART MOBILITY**  
Language EN

11.30-12.35

Chair:  
**Prof. Francesco Leali**  
UniMoRe

*"FUTURE PERSPECTIVE OF MOBILITY"*

Politecnico di Torino

**Prof. Giancarlo Genta**

*"THE ROADMAP OF FUTURE MOBILITY IN SWEDEN –  
A CROSS-FUNCTIONAL COLLABORATION PLATFORM TO DRIVE THE  
DEVELOPMENT TOWARDS SUSTAINABLE MOBILITY SOLUTIONS"*

Drive Sweden

**Sofie Vennersten**

*"VINNOVA: SWEDEN'S INNOVATION AGENCY AND CROSS-BORDER  
COLLABORATIONS WITHIN MOBILITY"*

Vinnova

**Andreas Netz**

DETROIT REGIONAL PARTNERSHIP

**Will Butler**

*"MODENA AUTOMOTIVE SMART AREA"*

Smart Mobility Agency

**Ing. Marco Fainello**

UniMoRe

**Prof. Francesco Leali**

Demo Session:  
**CONNECTED VEHICLE  
AND CYBER SECURITY**

Language EN

12.35-13.15

Chair:

**Prof. Marko Bertogna**

UniMoRe

**"DISTRIBUTED URBAN AWARENESS IN REAL-TIME"**

*Demo: City-level infrastructure for real-time detection of road users; Augmented perception of vehicle surroundings; Connected traffic-light time-to-green for optimal speed setting; In-vehicle driver monitoring and logging; MASA central control room.*

**UniMoRe**

**"HOW TO CREATE VALUE TO CAR OWNERS THROUGH AN ADVANCED  
CONNECTED CAR PLATFORM"**

**Springworks**

**"THE FUTURE OF TRANSPORTATION, A REAL-TIME NETWORK OF  
CONNECTED MODULAR VEHICLES"**

*Demo: NEXT electric modular vehicles in-motion docking and other key features*

**NEXT**

**"OLLI BY LOCAL MOTORS: A FLEXIBLE PLATFORM OF AUTONOMOUS  
MOBILITY FOR PEOPLE AND GOODS"**

*Demo: demonstration of the technological peculiarities of Olli, shuttle equipped with the latest autonomous driving system, capable of circulating in complex environments and interacting with traffic".*

**LOCAL MOTORS**

**SESSION 2: SUSTAINABLE URBAN MOBILITY**

14.00 - 17.00

Round table:  
**SMART TECHNOLOGY  
IN SMART CITY**

Language IT

14.00-15.10

Chair:

**Arch. Francesco Pasquale**  
UniMoRe - UniFe

*"MODENA SMART CITY PLAN – LE STRATEGIE DI SVILUPPO DELLA CITTÀ DIGITALE"*

Comune di Modena

**Ing. Luca Chiantore**

Comune di Modena

**Ass. Ludovica Carla Ferrari**

*"MOBILITÀ COME SERVIZIO E GUIDA AUTONOMA:  
L'ESPERIENZA DI MERANO"*

Comune di Merano

**Ass. Madeleine Rohrer**

*"QUANTA (SMART) ROAD C'È ANCORA DA FARE ?"*

Comune di Torino

**Ass. Marco Pironti**

*"L'INNOVAZIONE NEL TRASPORTO PUBBLICO LOCALE"*

AMT Genova

**Fabio Gregorio**

*"LE AUTO CONNESSE APRONO LA STRADA AD UNA MAGGIORE  
SICUREZZA DELLE CONDIZIONI DELLE STRADE NELLE CITTÀ DEL  
FUTURO"*

AFRY

**Claudio Ferro**

*"STOCKHOLM VIRTUAL CITY: UTILIZZO DEI MEZZI DI TRASPORTO  
PUBBLICO PER IL MONITORAGGIO DIGITALE DELLA CITTÀ"*

Univrses

**Alessandro Pieropan**

Demo Session:  
**SMART MOBILITY**  
Language EN

15.10 - 17.20

Chair:  
**Ing. Paolo Burgio**  
UniMoRe

*"PRODUCTION VEHICLES READY FOR SELF-DRIVING –  
A COLLABORATION WITH UBER"*

**VOLVO cars**

*"APPLICATION OF FOG COMPUTING FOR SMART CITY"*

Demo: demonstration of fog computing

**AD Consulting**

*"POTENTIAL OF MODENA SMART CIRCUIT AREA"*

Demo: the Modena Smart Circuit Area

**Aeroautodromo di Modena**

*"USE OF SIMULATORS FOR SMART MOBILITY DEVELOPMENT"*

Demo: demonstration of a dynamic simulator running, in connection with the headquarters in Nichelino and a prototype for testing different technologies, in connection with the Sesto Fiorentino headquarters.

**Danisi**

*"CLOUD-BASED TECHNOLOGY THAT GIVES AWARENESS OF SUR-  
ROUNDINGS BEYOND LINE OF SIGHT"*

Demo: demonstration of situational awareness and automatic recognition and avoidance of critical traffic situations in connected and autonomous vehicles.

**Carmenta**

*"AUTOMATIC MAPPING OF ROAD SURFACE AND CONSTRUCTION  
SITES"*

Demo: automatic mapping of roads in terms of road surface problems and construction sites.

**Univrses**

*"VIDEO INTELLIGENT TRAFFIC ANALYSIS FOR SAFE AND SMART MO-  
BILITY"*

Demo: image recognition system for traffic monitoring and management.

**Sprinx Tech**

*"DIGITALIZED MODENA URBAN AREAS FOR VIRTUAL DEVELOPMENT;  
USE OF DRONE WITH IMAGE ANALYSIS IN TURIN PUBLIC AREAS"*  
Demo: Modena urban area digitized for developments in a virtual environment;  
activity of video analysis using drones with Turin municipality.

**Addfor**

*"INCREASING DRIVER SAFETY AND USER EXPERIENCE THROUGH AD-  
VANCE EYE TRACKING TECHNOLOGY"*

Demo: Driver Monitoring System and Interior Sensing Algorithms for integra-  
tion in vehicles.

**Smart Eye**

*"EFFICIENT DEEP LEARNING IN EMBEDDED SYSTEMS"*

Demo: Demonstration of how to bring Deep Learning from R&D into industry  
applications

**Machine Intelligence Sweden**

*"FORMULA STUDENT DRIVERLESS"*

Demo: The project challenges students with the research of new technologies  
and develops teamwork and other important secondary skills.

**UniMoRe**

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