



OVERALL PRESENTATION

- SEPTEMBER 2023 -

*FROM ADAS TO CONNECTED, COOPERATIVE AND AUTOMATED MOBILITY
IMPROVE PERFORMANCE, EFFICIENCY AND RELIABILITY*

ALADIN

Advanced Landcraft Association for Driving Innovation

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Website : <https://aladin-innovation.com>



WHO WE ARE

Created by



in 2013 as “Groupement ADAS”, and re-named in 2020 as ALADIN,

it's a French cluster:

- Strong of 7 innovative SMEs,
- A global team of > 400 expert engineers,
- Global turnover ~ 20M€ per year,
- Own turnover ~ 1M€ per year,
 - 70% in Software development,
 - 20% in System Engineering, MBSE, MBD
 - 10% in HW/SW integration.

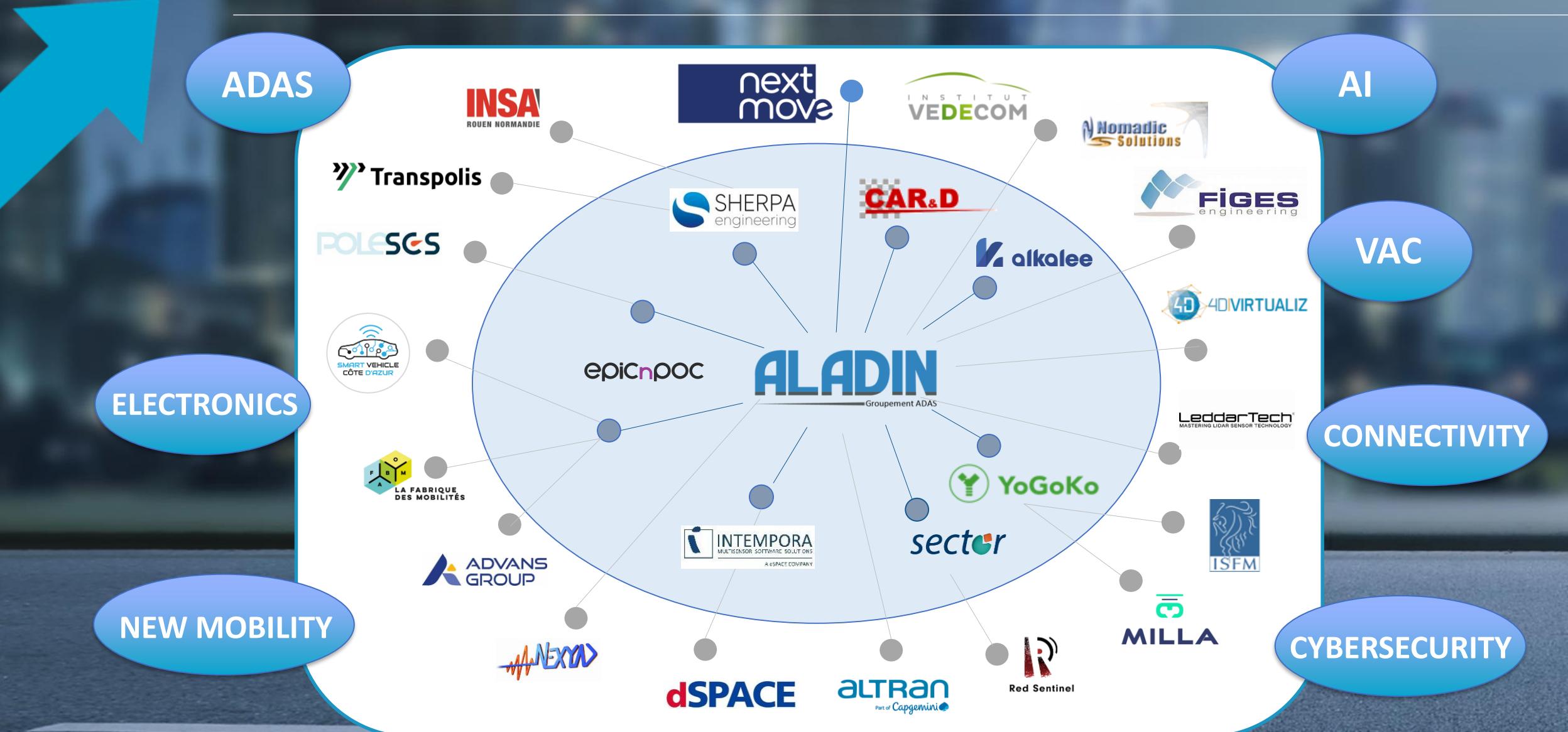


➤ *In almost 10 years, the ALADIN's members worked together on around 50 projects!*



ALADIN
Groupement ADAS

AN INNOVATING ECO-SYSTEM



OUR ACTUAL MEMBERS



	NAME	SITE	HC	IDENTITY	MAIN PRODUCT	MAIN SERVICE	WEBSITE
1	Alkalee	IdF	15	Éditeur de logiciels d'intégration	Plateformes intégration HW/SW	R&D- Dév.Prod. HW/SW	https://alkalee.fr/
2	Car&D	IdF	8	BE Véhicules Innovants	POC - Protos Automobiles	R&D Automobile	http://car-d.fr/
3	Epicn poc	PACA/IdF	14	Éditeur de logiciels	IO Suite / BOWL® starter kits	R&D - Dev. POCs/labs	https://epicn poc.com/
4	Intempora	IdF	15	Éditeur de logiciels RT	RTMaps -IVS	Dév.Produit SW	https://intempora.com/
5	Sector Group	IdF/Nantes Toulouse/Marseille	100	Conseil & Etudes Ingénierie en Maîtrise des Risques	-	Etude SDF, Safety, SLI	https://www.sector-group.net/
6	Sherpa Engineering	IdF/Nantes Morocco/Tunisia Romania	300	BE : MBD IS MBSE CC IA	PhiSim/Jumeaux Numériques ADAS SW	R&D-Avant projet	http://www.sherpa-eng.com/
9	YoGoKo	Rennes/IdF	10	Editeur de logiciels	Plateformes Connectivité & émulateur V2X	R&I - Dév. Produit SW	https://www.yogoko.com/

We're here together to do what we can't do alone!

OUR GLOBAL BUSINESS PARTNERS



MARKET / ACTIVITES / KNOWLEDGE



OUR FIELDS :

- UX design
- ADAS functions SW
- VAC's functions SW
- Perception/Localization/Control
- AI integration
- Vehicle dynamics integration
- Connectivity V2V – V2X
- Embedded ECU& HW/SW platforms
- HMI systems
- System Engineering/MBSE
- ISO 26262



OUR ACTIVITIES:

- Specification
- Development
- POC
- Testing
- Industrialization
- Validation
- Production
- Distribution
- Training
- Communication



OUR MARKETS:

- New mobility (p/s)
- Connectivity
- Artificial Intelligence
- Embedded Electronics
- Cybersecurity
- Infrastructure



OUR CUSTOMERS:

- Automotive&Mobility
 - OEMs
 - Tiers 1-2
- Fleet managers
- Telecom operators
- Insurers
- Road safety actors
- Final delivery agents
- Laboratories/Universities
- Legislators/Standards bodies

Innovation



Openness



Anticipation

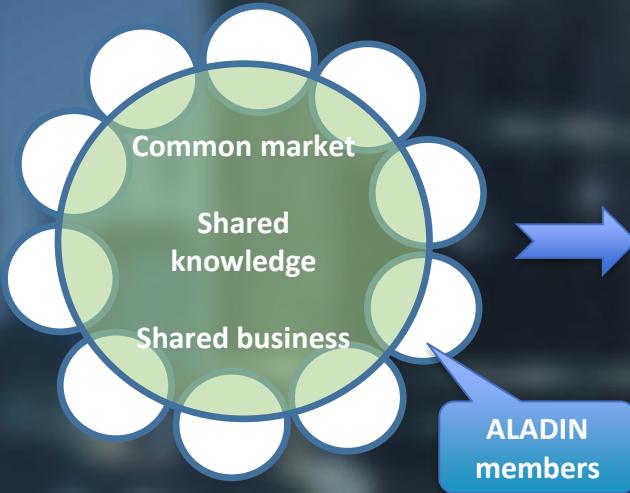


Agility



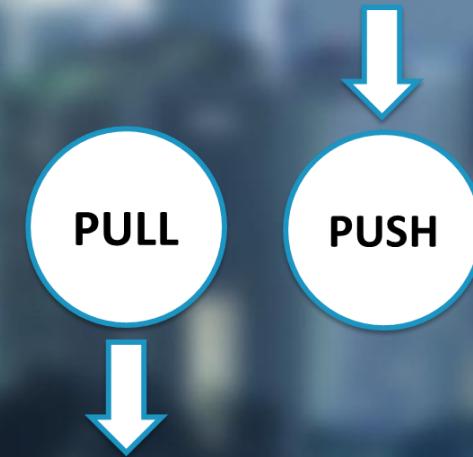
September 2023

OUR OPERATIONNING



ORGANIZATION:

- One front-end entity
- Dedicated teams
- Co-located workshops
- Shared communication
- Turn-key projects



A) PRODUCT :

- Software tools
- Software applications
- HW/SW integrations



B) SERVICES :

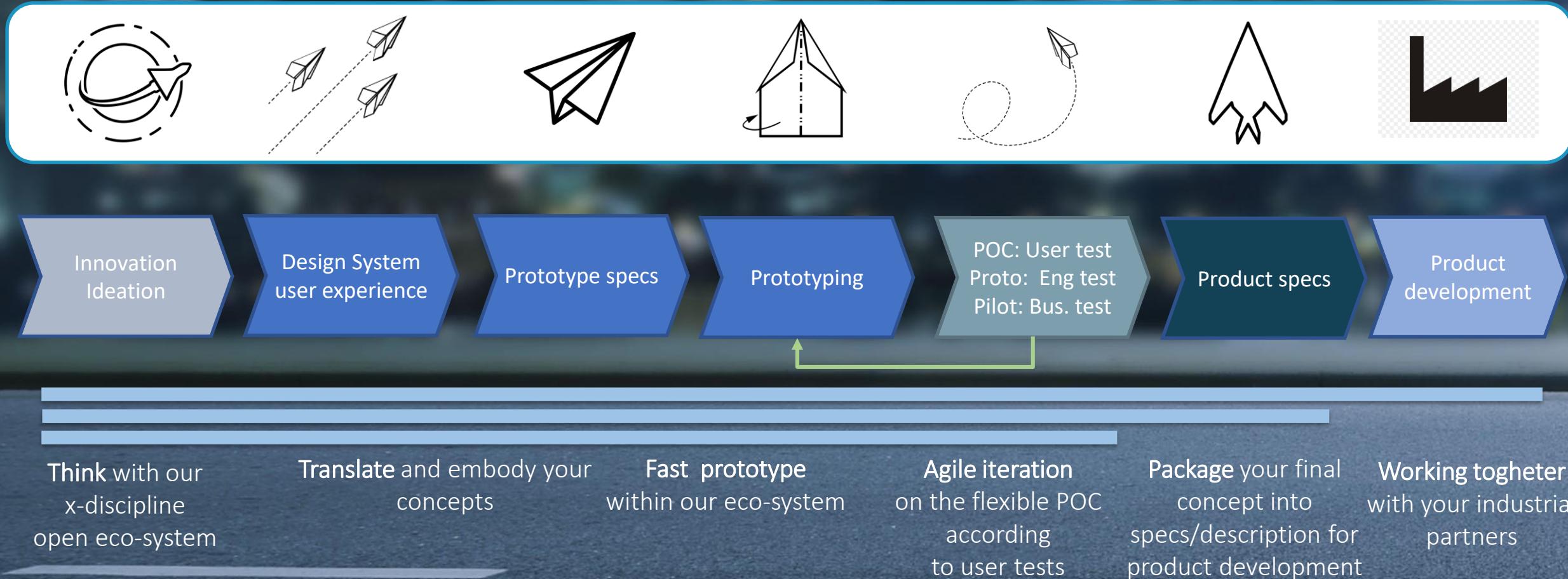
- Research & Development
- Turn-key product development

➤ *to get more opportunities together!*

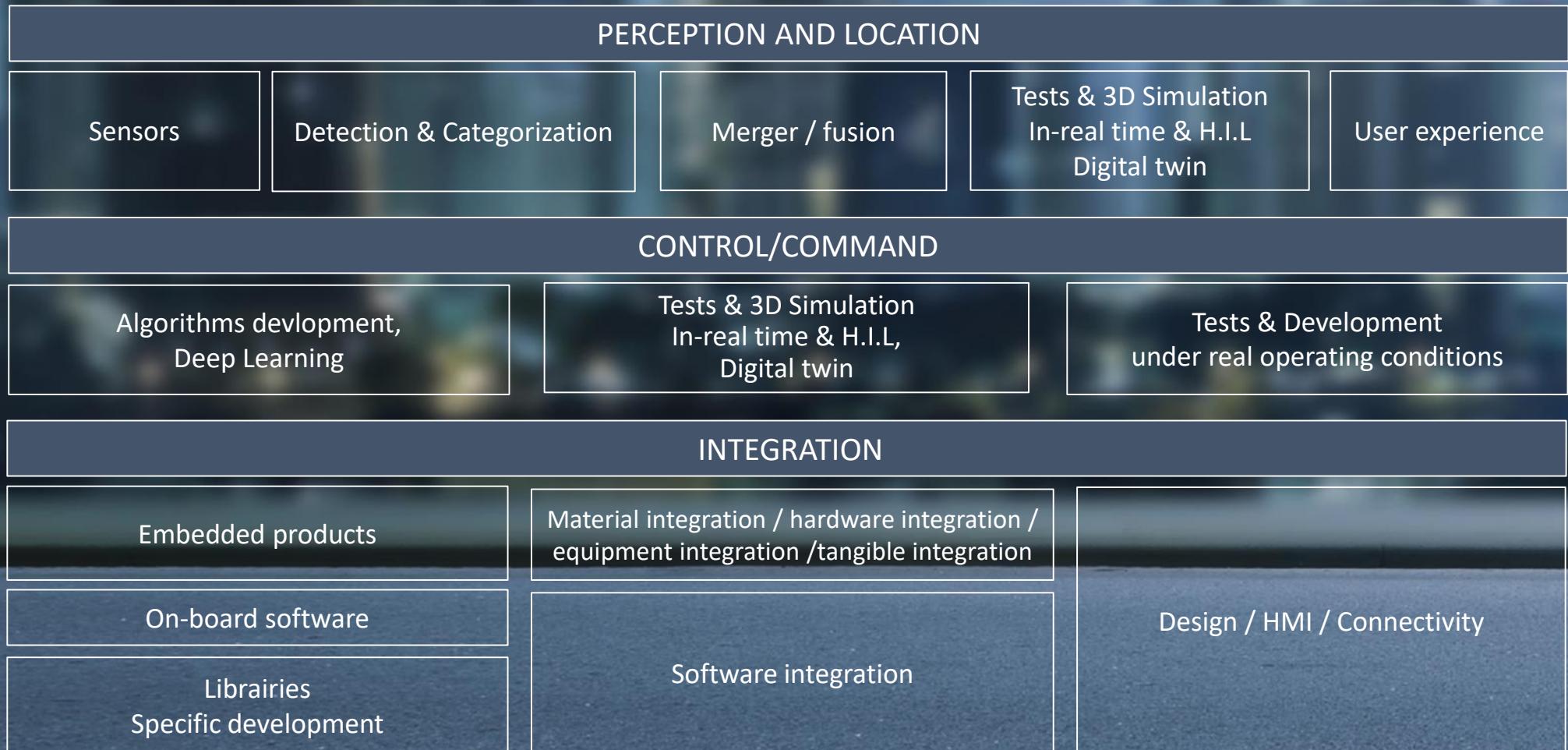


OUR OFFER TIER 0.5

A different go-to-market process as a full service :



OUR KEY AND TECHNOLOGICAL FOCUSED AREAS : ADAS SYSTEMS



OUR KEY TECHNOLOGICAL FOCUS AREAS - PERCEPTION & LOCATION



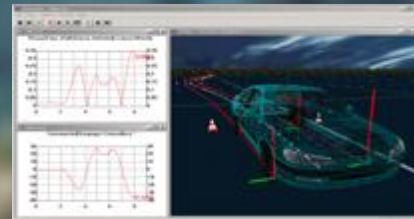
OUR KEY TECHNOLOGICAL FOCUS AREAS - CONTROL/COMMAND

Tests & Development under real operating conditions

Tests
Validation
Pilots



Vehicle Dynamics
Safety



Visual and physical
interactions with the
surrounding
environment
Algorithms Testing
Plug & Play Simulation

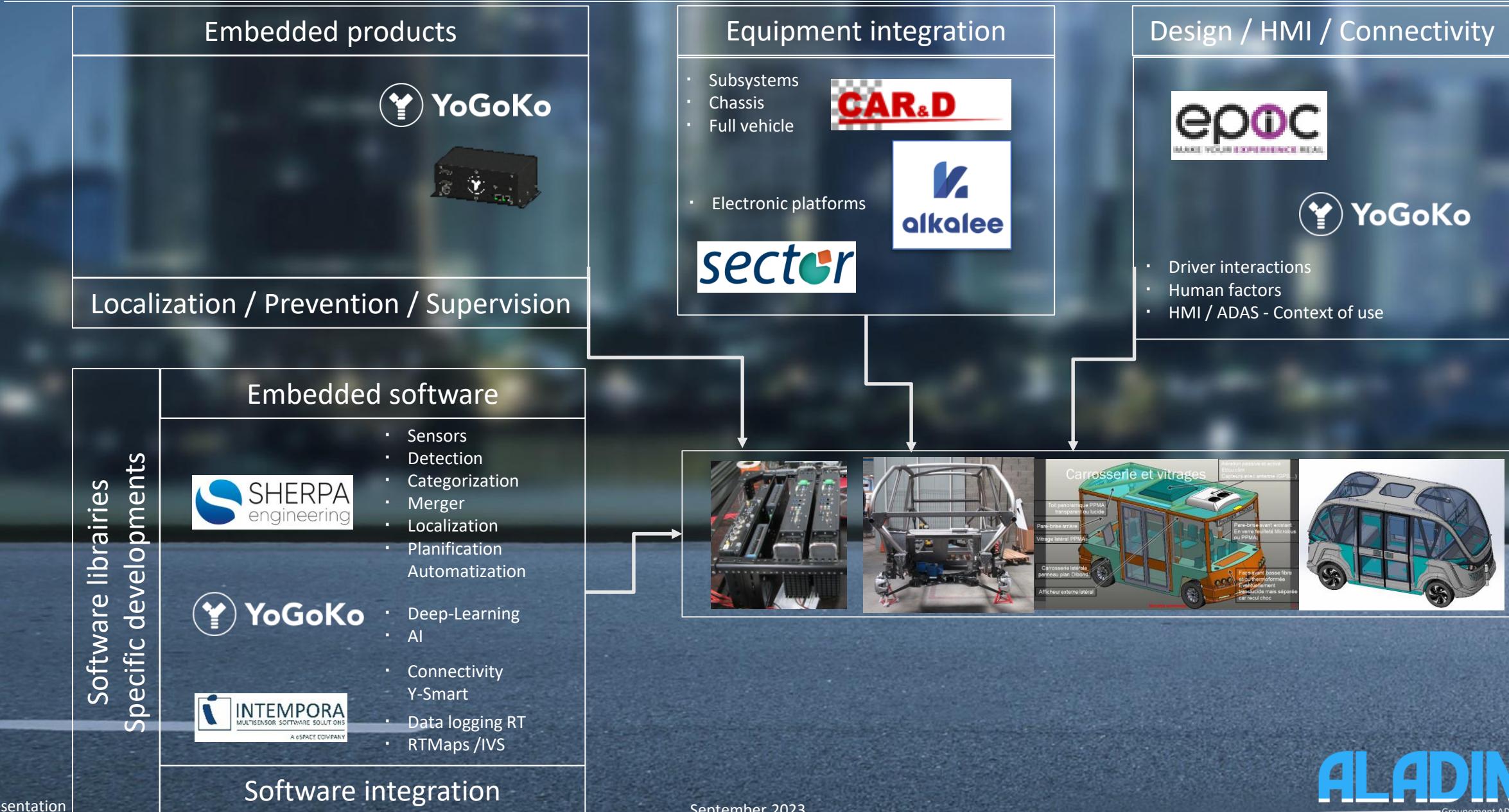
Development
Control laws
Algorithms
Automation
Safety



Deep Learning



OUR KEY TECHNOLOGICAL FOCUS AREAS - INTEGRATION



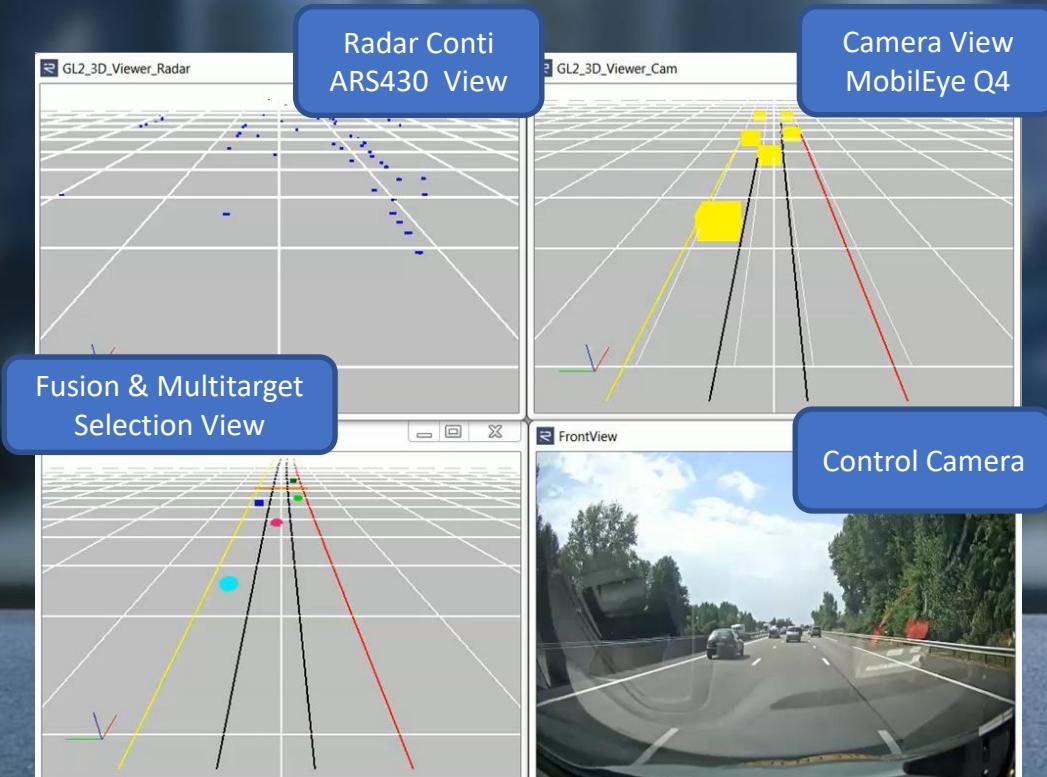
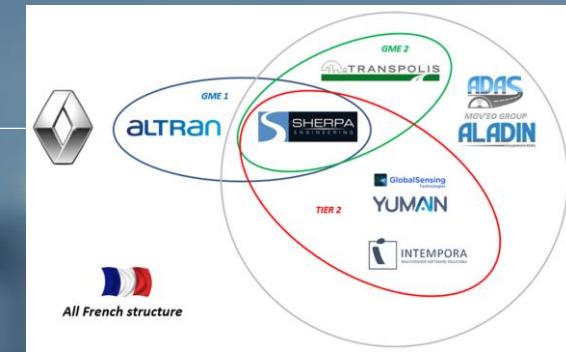
EXAMPLE OF SERVICES:



Predictive ACC - project : Fixed Targets implementation :

- Data sensors fusion : Front/Rear Cameras + Front radar + Corner's Radars
 - Project Management
 - Algorithms & software development
 - Software Integration
 - Virtual & physical validation on vehicle
 - Scientific Committee

- ✓ 24 Months of work
- ✓ 6 Companies in one
- ✓ > 20 Engineers
- ✓ #2 CarLab
- ✓ 325 Sensor's Characterization Tests
- ✓ 1250 Track Tests
- ✓ 3100 km of free-road driving Tests
- ✓ 1,5 TB recorded data/week
- ✓ 68.737 files: documentation, codes, recordings, reports



A success story :
ACC extension ready for series development

EXAMPLE OF PRODUCT:

Perception&localization “Rooftopbox”: almost 5 members involved

Independent of the car
Easy mounting
Battery included
IP67

Data collection & Benchmark
Software testing

- 1 Lidar 360°,
- 1 Radar,
- 9 Cameras,
- 1 GNSS,
- 1 IMU
- 1 CPU AUTERA
- 1 Electronic card
- 1 DC/DC, battery
- 2 Cooling fans
- 2HMI Tablet
- Standard roof bars



No need of internal car information
(e.g. CAN Bus..)

Perception & Localization
Ground Truth
Customized configuration



We've got at today:

- A strong expertise in the development of complex HW/SW systems
- The right ability to work in composite teams,
- The strength to engage in new challenges...

...we are a true example of SMI's synergy for new mobility!



CONTACTS

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Thank you!