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## Press release

### **International Technology Conference Apply & Innovate Meets with Great Interest**

**Two-day event organized by IPG Automotive showcases innovation in virtual vehicle development**

**Karlsruhe, September 28, 2022: At the international technology conference Apply & Innovate from September 20–21 organized by IPG Automotive, 250 virtual test drive experts came together to talk about developments in the industry. The two-day event provided information about the integration and test platform CarMaker and other solutions from IPG Automotive and presented the latest virtual vehicle development methods.**

The who-is-who of industry experts attended the Apply & Innovate industry platform hosted by IPG Automotive: an exhibition of twelve companies highlighting innovative virtual test driving solutions and 44 presentations about projects successfully using the integration and test platform CarMaker from IPG Automotive.

The conference was kicked off by Luke Harvey, Principal Partner Solutions Architect, Automotive at Amazon Web Services. He gave a brief overview of the role the cloud plays for AV/ADAS software development, simulation, and validation and verification processes. He showed how CarMaker can be applied in a modern cloud-native workflow.

The conference also featured twelve series of talks covering “Hybrid, EV and fuel cell”, scenario-based testing, CI/CT/CD, ADAS, “Development methods and test processes”, sensors, “HPC and cloud computing” as well as “Heavy-duty vehicles and motorcycles”.



Steffen Schmidt, CEO and President of IPG Automotive, is pleased with the outcome of the conference: “Every two years, Apply & Innovate gives us the opportunity to meet our customers and partners from the automotive and supply industry as well as attendees from research and development in person. The intense exchange of the 250 attendees shows that there was mutual interest in meeting again in person following the break caused by the pandemic, and that our conference is used as an ideal opportunity to network.”

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**Captions**  
**[IPG\_ApplyInnovate]**



*The international Apply & Innovate Technology Conference presented the latest virtual vehicle development methods.*

*Picture: IPG Automotive*

**About IPG Automotive GmbH**

As a global leader in virtual test driving technology, IPG Automotive develops innovative simulation solutions for vehicle development. Designed for seamless use, the software and hardware products can be applied throughout the entire development process, from proof-of-concept to validation and release. The company's virtual prototyping technology facilitates the automotive systems engineering approach, allowing users to develop, test and validate new systems in a virtual whole vehicle.

IPG Automotive is an expert in the field of virtual development methods for the application areas of Autonomous Vehicles, ADAS, Powertrain and Vehicle Dynamics, committed to providing support to master the growing complexity in these domains. Together with its international clients and partners, the company



is pioneering simulation technology that is increasing the efficiency of development processes.

By taking real test driving into the virtual world as a complement to on-road testing, IPG Automotive contributes significantly to technical progress and shares in shaping the mobility of tomorrow with regard to comfort, safety, economic efficiency and environmental friendliness.

In addition to the company headquarters in Karlsruhe, Germany, IPG Automotive provides innovative development services to its customers and partners at the Germany-based offices in Braunschweig, Frankfurt, Stuttgart and Munich as well as in China, France, Japan, Korea, Sweden, the UK and the USA.

Further information at [www.ipg-automotive.com/en/press](http://www.ipg-automotive.com/en/press)

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