

New Office in Japan

Around 40 customers and partners attended the opening ceremony for the new office in Nagoya, Japan, which was followed by a dinner reception. Five field application engineers and two key account managers will help ETAS to grow the business in western Japan, an area that plays a key role in the automotive industry. "Our new office in Nagoya will enable ETAS to meet market demands and address trends in Japan. ETAS solutions and services boost quality and efficiency with respect to developing and maintaining embedded systems," said Friedhelm Pickhard, Chairman of the Board of Management of ETAS GmbH, in his opening speech. This step is essential for ETAS to continue its thriving business in Japan and in the automotive industry.



The opening ceremony for the new ETAS office in Nagoya took place on February 17, 2017.



AUTHOR

Anja Krahl
is Senior Manager
Press and Public
Relations at **ETAS
GmbH.**

ETAS Acquires TrustPoint



With the acquisition of TrustPoint Innovation Technologies, Ltd., ETAS is strengthening its cyber security capabilities and supporting its growth strategy of providing safety and security solutions to highly constrained embedded systems in connected vehicles, smart cities, and the Internet of Things (IoT). TrustPoint Innovation Technologies, Ltd. specializes in embedded security solutions for vehicle-to-X (V2X) applications and secure machine-to-machine (M2M) communication for the Internet of Things. The newly acquired company will be fully integrated into ETAS Embedded Systems Canada Inc., based in Waterloo, Ontario and specialized in security solutions for embedded systems in collaboration with the ETAS subsidiary ESCRYPT GmbH.

Sherry Shannon-Vanstone, President and CEO of TrustPoint Innovation Technologies, Ltd. and David MacFarlane, Managing Director ETAS Embedded Systems Canada Inc. after signing the contract.

escar USA 2017

Bringing together industry, academia, and government

For the fifth year, ETAS and ESCRYPT played host to an international cyber security audience at escar USA – Embedded Security in Cars – discussing cyber security risks, threats, and vulnerabilities.

This year's two-day conference took place June 21-22 in the Detroit, Michigan metropolitan area. The escar conference series began in 2003 as a small specialized workshop held in Cologne, Germany. Since then, it has been hosted in Europe every year and expanded to the United States in 2013 and to Asia in 2014.

escar USA's objective is to provide a forum to encourage collaboration among private industry, academia, and government agencies with regard to the latest in-vehicle cyber security threats, as well as appropriate countermeasures.

True to the objective, this year's event brought together a diverse group of over 300 attendees from

the three different sectors to discuss state-of-the-practice approaches to automotive cyber security.

The 19 presenters came from equally diverse backgrounds. Paul Rosenzweig (Redbranch Law and Consulting) set the stage by elaborating on "The Evolving Landscape of Cyber security Liability." Some of the other presentations discussed topics such as "Context-aware Intrusion Detection in Automotive Control Systems," "Entropy and Randomness in Vehicular Environments and V2X Applications," and "Assessing Risk and Security in Vehicular Cellular Connections."

The consistently high quality of the presentations is assured through the selection process. Potential speakers submit their presentations to the program committee in a blind process and each submitted presentation is reviewed independently by at least three reviewers. This year, the acceptance rate was 27%, so only

about a quarter of the submitted papers made it into the program.

Networking was an important part of the event. The attendees had ample opportunity to do just that – during a cocktail hour immediately following the first day of presentations and at the outdoor dinner that wrapped up the day. Attendees stayed out into the late evening hours engaging in conversations while roasting marshmallows over the outdoor fire pits.

Attendee feedback following the event was overwhelmingly positive with one reviewer even comparing escar to the State of the Union address: "escar has gotten the reputation as the automotive cyber security 'State of the Union.' Please keep it that way!" We will bear that in mind as we plan for escar USA 2018.

escar USA 2018 will be held June 20-21, 2018. Find more information at www.escar.info/escar-usa

Employees from ETAS, ESCRYPT, and the latest addition to the ETAS family, TrustPoint Innovation Technologies, Ltd. came together to host escar USA 2017.

AUTHOR

Claudia Hartwell
is Senior Marketing
Specialist Commu-
nications at **ETAS
Inc.** in Ann Arbor,
Michigan, USA.