IEEE-SA Ethernet & IP Automotive Technology Day
Christopher Mash

• 15 years automotive experience, working with all OEMs and Tier 1’s
• Multiple programs covering all traditional Domains taken from concept through to series production
• 25 years Ethernet experience (enterprise, carrier, industrial, consumer)
• Responsible for product / feature definition covering automotive PHY and switch semiconductor portfolio
• Built global application engineering teams responsible for supporting automotive Ethernet silicon and software solutions
• Led Beyond 10G Call For Interest (CFI) in IEEE802.3 (IEEE802.3cy)
• Member of the 1000BASE-T1 / IEEE802.3bp CFI team
• 14 Patents filed
Cars of the past just had to drive. Today’s vehicles are computers on wheels with a multitude of increasingly complex features.
Current Vehicle Network

ECU COMPLEXITY

NETWORK COMPLEXITY

FRAGMENTED SOFTWARE
SDV is already here!
Thank you