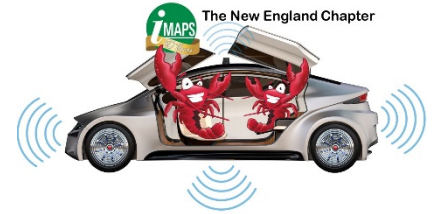




## Keynote Lunch Address

### “Sensing Technologies for an Autonomous Tomorrow”



Presented by Chris Jacobs

**Vice President, Autonomous Transportation & Automotive Safety  
– Analog Devices –**

Email: [Chris.Jacobs@comcast.net](mailto:Chris.Jacobs@comcast.net)

**12:15 – Exhibit Hall**

#### Keynote Abstract:



**Chris Jacobs**

The future of autonomous transport is upon us. In order to provide safe, reliable transport for all, it is essential to have the most accurate, real time 3D map around the vehicle. The 360 degree safety shield created using RADAR, LIDAR, cameras, and IMUs make up the perception sensor suite that is the foundation for making this a reality. Data from high performance imaging RADAR, LIDAR, and cameras are fused together giving the vehicle it's sense of sight, whereas the IMU gives the vehicle a sense of feeling, while also ensuring it maintains its heading. High performance system sensor solutions from Analog Devices to address these key challenges in autonomous transport will be presented.

#### Biography:

Chris Jacobs joined ADI in 1995. During his tenure at Analog Devices, Jacobs has held a number of design engineering, design management, and business leadership positions on the Consumer, Communications, Industrial and Automotive teams. Chris Jacobs is currently the Vice President of the Autonomous Transportation & Safety business unit at Analog Devices. Prior to this, Jacobs was the General Manager of Automotive Safety, Product and Technology Director of Precision Converters and the Product Line Director of High Speed Converts & Isolation Products.

Chris earned his Bachelor of Science Degree in Computer Engineering from Clarkson University, a Master of Science in Electrical Engineering from Northeastern University and a Master of Business Administration from Boston College.