

## “Driving Simulation Conference” is awarded Mobility Innovation Award 2020 from MPC and PRIME Research

Technological Excellence is essential for the European Continent to maintain sustainable success on the world markets. With their yearly event “Driving Simulation Conference” (DSC) - this year already being the 19<sup>th</sup> edition, this time in Antibes, France - the organizers have managed that our Continent is still setting the direction on the field of Simulation and Autonomous Driving. In 2020 is already

More than reason enough for the German Motor Press Club (MPC) in cooperation with PRIME Research, a company of Cision Group, to award this year's mobility innovation prize to the organizers of this initiative.

The prize is awarded every two years. In 2018 it went to Airbus Industries and their concept for "Urban Air Mobility".

Without broad acceptance among people, even the most modern technologies have no prospect of long-term success. Autonomous driving poses major mental challenges to all road users. Robust systems are required to gain and maintain their trust. Trips in virtual worlds and with the help of artificial intelligence are elementary to support this development.

Andras Kemeny, President of the European Driving Simulation Association DSA, in a nutshell: "Today, simulation takes on 99 percent of the effort when autonomous vehicles are tested."

Following the motto “DSC 2020 Europe VR is going Hybrid “, the congress this year took place virtually alongside the on-site events. 80 experts from all over the world were presenting their results and research in specialist lectures and panel discussions for three days.

Due to the travel warnings and quarantine regulations of the German Foreign Office, the representatives from MPC and PRIME Research were unfortunately unable to hand over the prize in Antibes in person. This is to take place during the 20<sup>th</sup> conference in 2021.