Tangible Future Mobility – b-plus at the 18th Deggendorf Business Talks

Press release

**Deggendorf, 05/10/2022 – Where future mobility is heading and what part the b-plus Group will play in achieving autonomous driving was presented at the 18th Deggendorf Business Talks on September 23 at the Research Center for modern mobility on the technology campus in Plattling. The Wirtschaftsjunioren Deggendorf invited representatives from business and politics to get to the bottom of regional solutions to the megatrend of mobility.**

b-plus is working on technology-driven solutions to advance the development and validation of autonomous driving functions. The team presented these as part of the Deggendorf Business Talks with the fitting theme of "Mobility of the Future".

First, Benedikt Brandl, President of the Wirtschaftsjunioren Deggendorf, District Administrator and former Minister of Science Bernd Sibler and Prof. Dr. rer. nat. Peter Sperber, President of the Technical University welcomed the wide-ranging and interested audience.

In the technology carrier MAX, Carina Franke, Product Marketing at b-plus, presented the latest measurement technology for driving data from test drives to the visitors. "In MAX, we show tomorrow's measurement technology for camera, radar and lidar data in the vehicle," Franke explained. "Customers are developing the next generation of autonomous driving with our solutions."

Adrian Bertl, Product Management at b-plus, explained in his presentation how important qualitative data is for the further development of autonomous driving. Today, it is no longer the quantity but the quality of the collected driving data that counts.

Prof. Thomas Limbrunner, CTO of b-plus, gave a general overview of the trends and developments in automated driving to pick up the wide-ranging audience.

In further impulse speeches and presentations of prototypes, technologies and laboratories future mobilty was examined from all sides. The event offered a broad and deep insight into the mobility of the future, both for visitors with a technical background as well as for interested parties from outside the industry.

Many thanks to the Wirtschaftsjunioren Deggendorf for the organisation and invitation to the event.  
For more information about b-plus, its technologies and solutions, please visit visit [b-plus.com](https://www.b-plus.com/en/home?mtm_campaign=2200_Basic&mtm_medium=PM&mtm_content=MoMo).

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ABOUT B-PLUS GROUP

The b-plus Group is with more than 230 employees an international leading development partner for advancing technologies in the fields of autonomous driving, driver assistance systems and the automation of mobile machines. With its development tools, automotive software and mobile automation divisions, it offers its customers a wide range of measurement technology, software and hardware.

As a long-term partner, b-plus accompanies its customers from the identification of the problem to the implementation of the development solution and beyond. The teams at the Deggendorf, Regensburg, Cham and Lindau locations work hand in hand to provide comprehensive and holistic solutions.