

## Mr. Bryn Balcombe



Mr. Bryn Balcombe  
CSO, Roborace and Director  
ADA Innovation Lab Limited  
United Kingdom

### • Specialized Session

Session title: ITU Workshop on "The Turing Test for Autonomous Driving - A Global Performance Standard for AI on our Roads" (Part 1)

Room: Room 4 - Helicopter

Time: Tuesday, September 10, 2019, 9:00 AM - 12:30 PM

Role: Speaker

### • Specialized Session

Session title: ITU Workshop on "The Turing Test for Autonomous Driving - A Global Performance Standard for AI on our Roads" (Part 2)

Room: Congress Room, Expo Congress Hotel

Time: Tuesday, September 10, 2019, 2:00 PM - 5:30 PM

Role: Speaker

### Biography

Bryn Balcombe is the Chief Strategy Officer for Roborace, a motorsport competition for human and AI drivers, designed to accelerate the research and development of Vehicle Intelligence and human machine interfaces required for transportation of the future. His previous experience comes from Formula One where he architected and patented vehicle to infrastructure communication systems and developed the F1 Group's first global media network. He has also consulted on technology strategy for organisations including the BBC and McCann Worldgroup and has a BEng in Mechanical Engineering & Vehicle Design.