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Modar Horani is a Managing Principal at P3 North America leading the Systems Engineering services for automotive OEMs. Modar has a BSc., MSc, and currently working on his PhD in Computer Engineering with emphasis on Vision-Based solutions for Advanced Driver Assistance Systems (ADAS). With +12 years of Systems Engineering experience in the automotive industry at various OEMs in Germany, France, England and the US, Modar has extensive experience designing, developing, prototyping and verifying software-based Infotainment and active safety systems.