

PRESS RELEASE

World premiere embedded world 2026:

SECOR SDV LAB - The first development environment in which hardware and software for the Software Defined Vehicle (SDV) work together right from the start – not just in the prototype stage.

Gräfelfing, 4. March 2026 – The most expensive moment in vehicle development is not testing – it is the moment when hardware and software first meet and the iteration loops begin. SECOR Chips & Library GmbH will present the world premiere of the **SECOR SDV LAB** at the embedded world 2026 trade fair: a physical hardware and software platform that maps the entire development and integration process for software-defined vehicles in a single environment. Tier 1 suppliers work with it directly – from the first separation step to SoP approval. Significantly faster development at lower costs.

THE STRUCTURAL PROBLEM

The integration error does not occur during testing – it occurs when hardware and software come together too late.

Today, vehicle components, including ECUs, are put out to tender. Hardware and software come from different suppliers and only come together for the first time at the prototype stage. Then the most expensive part of development begins: integration, error lists, iteration loops, delays. Not because of a lack of competence, but because of a structural process error that is built in from the outset.

THE SOLUTION

The SECOR SDV LAB: A real development environment – not just another concept

The SECOR SDV LAB is a compact, ready-to-use hardware platform that can be built on top of the existing Tier 1 development infrastructure – without system breaks or proprietary lock-ins. Tier 1s start with a single vehicle function and gradually expand the SECOR SDV LAB to the entire vehicle project.

Technical components

- ZCU (Zonal Control Unit) – zonal control unit on which Tier 1 software modules run
- CCU (Central Control Unit) – central processing unit for the vehicle architecture
- SECOR.connect – standardised interface modules for sensors and actuators
- Message Broker – communication layer between all components
- Direct connection to the SECOR SDV AppStore for over-the-air (OTA) software updates

[SECOR Chips & Library GmbH](#) | Schmidbauerstraße 4 | 82166 Gräfelfing | Germany
Phone +49 89 99 75 13 07 | info@secor-cl.com

Presence Amerika: Boston | Mobil +1 617 66 97 075

Bank details: meine Volksbank Raiffeisenbank e.G., Rosenheim | IBAN: DE91 7116 0000 0007 4965 16 | BIC: GENODEF1VRR
Commercial register: München HRB-Nr. 297 983 | USt-IdNr.: DE453935960 | CEO: Dr. Hartwig Schwerdtle, Klaus Jungbauer

www.secor-cl.com

THE PROCESS

Three phases: Development errors are prevented – not repaired

Phase 1: approx. 36 months before SoP – Rethinking the tender process

Instead of a complete component with ECU, OEMs will in future tender for two services: the hardware component (without ECU) and the associated software module. SECOR SDV LAB supports Tier 1s in implementing this separation precisely and in compliance with standards. Integration errors, which today only become apparent in the prototype, are structurally impossible here.

Phase 2: approx. 24 months before SoP – integration without surprises

The OEM builds its test vehicle and downloads all software directly via OTA from the SECOR SDV AppStore. Weekly function and system checks, structured error lists for each Tier 1 module, corrections made directly in the LAB – an iterative process in short cycles. The classic integration stress at the end of development is eliminated.

Phase 3: from SoP – Software lives with the vehicle

With the pay-per-use model of the SECOR SDV AppStore, Tier 1 suppliers have an economic incentive to maintain their software throughout the entire vehicle life cycle. New features via OTA. Bug fixes without recalls. The end of the “develop once, then freeze” model.

MEASURABLE RESULTS

What OEMs and Tier 1s gain in concrete terms

30 % lower development costs through early hardware-software separation, parallel development and standardised APIs

50 % faster time-to-market through iterative integration from the first prototype instead of costly rounds of corrections

100 % Upgradeable throughout its life cycle – OTA updates, AppStore model, permanently maintainable software without recall

- Resilient supply chain through standardised, universally applicable semiconductors from multiple sources
- Future-proof E/E architecture – SDV software library, open for Eclipse S-Core and open source
- Patent-pending concept

„The SECOR SDV LAB prevents the structural problem that has been slowing down the entire vehicle development process for years, as hardware and software are designed together from the outset – not just once the prototype is ready.“ Dr. Hartwig Schwerdtle, CEO, SECOR Chips & Library GmbH

BACKGROUND

From concept to development platform

The SECOR SDV CONCEPT was first presented at the IAA 2025 and was rated by the trade press as a 'game changer' for vehicle development (including KEM, 09/2025). In November 2025, SECOR integrated the concept into a production vehicle for the first time. The SECOR SDV LAB is the logical next step in its development: from concept demonstration to productive development environment for OEM and Tier 1 teams.

The concept combines standardised software APIs with hardware interchangeability. A zonal concept with a central computer replaces up to 150 conventional ECUs with five to ten units – certified and patent pending.

EMBEDDED WORLD 2026

Live demonstration and process analysis at the SECOR stand

SECOR experts will be demonstrating the SDV LAB live for the first time at embedded world 2026 in Nuremberg. OEM and Tier 1 teams will be able to experience first-hand how the new development process is integrated into existing supplier structures.

- Live-Demo: SECOR SDV LAB in action
- Individual process analysis: How does the LAB fit into your development structure?
- Appointment scheduling: www.secor-cl.com

ABOUT SECOR CHIPS & LIBRARY GMBH

SECOR Chips & Library Ltd develops standardised software and semiconductor solutions for the software-defined vehicle. The company combines pin-compatible hardware with a certified SDV software library and an open app store ecosystem for OTA-enabled vehicle software.

Pressekontakt

SECOR Chips & Library GmbH

Dr. Hartwig Schwerdtle

Hartwig.Schwerdtle@secor.group

Telefon: +49 160 / 963 33 593

www.secor-cl.com