



International Summit

INTUITIVE VEHICLES

2022

HUMAN FACTORS-HMI-UX
CO-LOCATED WITH
AUTOMOTIVE INTERIOR

September 28-29, 2022 | AREA3 | Frankfurt am Main, Germany

Hosted by:



RedCabin would like to thank previous speakers, partners & sponsors:



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Here today in the Hyundai Motor Europe Technical Center GmbH on behalf of the entire Hyundai Motor Company, I am extremely grateful to welcome you to the **RedCabin Intuitive Vehicles-Human Factors-HMI-UX Summit co-located with the Automotive Interior Summit 2022.**

We are delighted to host this summit. We are especially looking forward to spending the next few days together. I am certain that we will have many **valuable discussions, exchanges and also establish new connections and hopefully consensus** on the many foreseen changes and needs in Automotive Interior.

The automotive environment is changing rapidly which requires extremely quick adaptations. We all strive to **enhance our customers experiences**, and to better

fit with their lifestyles, interests and values and the ways they interact with our products. We will all need to create new concepts and services to better fulfill our customer's needs and to create new opportunities. This is the key for **Leading future mobility and developing the right smart mobility solutions.**

This summit with the coming together of automotive enthusiasts and the presentation of new technological innovations, will give us a platform to **create new mutual opportunities and to revolutionize the interior of our future vehicles.**

We look forward to seeing you!

Dr. Jae Woon Lee,

President Hyundai Motor Europe Technical Center GmbH

CONFIRMED SPEAKERS

DR. JAE WOON LEE

President



STEPHANE RINGENBACH

Head of Department –
Vehicle Development Division/Body

NICO MUNKLER

Group Manager Hyundai Interior/
Hyundai European Design Center

ROLF VERHOEVEN

Group Manager HMETC Body Interior
Hyundai Motor Europe Technical Center GmbH

BYUNG SEOK KONG

Research Fellow Interior
Research Lab (Body Tech Center)
Hyundai Motor Group (Namyang/Korea)



DR. SUSANNE FROHRIEP

R&D Senior Manager Global
Ergonomics, Usability & Design



DR. MARCO REDWITZ

Director R&D Electronics
Advanced Development
GRAMMER AG

ANDREA HEES

Director Global Product &
Program Management xBU
Yanfeng Technology



RICHARD CHUNG

Center Chief, Interior Space
Visioneering Center
Toyota Boshoku



GERT-DIETER TUZAR

Senior Expert Ux/HMI
Forvia



JACK DOLAN

Vice President of Product
Quality Improvement
J.D. Power
Managing Director
J.D. Power Europe GmbH



JORGE FURUYA

Head of Car UX



ELINE ERMENS

Lead Design Strategist
Volvo Car Group

For further information, sponsorship or delegate registration please contact:

Erutode Rume, erutode.rume@redcabin.de | Office: +49 30 99 40 489 16 | Mobile: +49 173 187 993 6



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CONFIRMED SPEAKERS

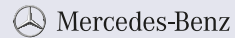
ALEXANDER POZZI

Sr. Manager AIT Interiors
Supernal



CAROLINE OLSIENKIEWICZ

UX/UI Engineer
Mercedes-Benz Group AG



JO STENUIT

Director Design
Mazda Motor Europe GmbH



REGIS LANTIN

HMI Expert for Powertrain
and Electrified Vehicle
Stellantis

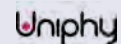


DR. CLAIRE WHITE

Visual Ergonomics
Technical Specialist
Formerly of Arrival

JIM NICHOLAS

CEO
Uniphy Ltd



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SPONSORS



Uniphy Ltd is a user experience (UX) company, offering the means to change the face of smart technology and Human-Machine Interfaces (HMI) forever.

Smart technology has evolved well beyond the world of smart devices like phones and tablets. Through machine learning, IoT technology, and connectivity, we are watching the dawn of a connected world, where we can interact in a more meaningful way with a rapidly growing range of previously inanimate objects. Uniphy Ltd is at the forefront of transforming how that interaction happens. The company's intuitive, freeform-conforming touch interfaces allow brands to deliver an entirely new kind of user experience. Their patented technology removes traditional limitations on design and creativity in smart technology, and makes it easy for product designers to create beautiful freeform-conforming smart surfaces. Uniphy Ltd's technology delivers new opportunities for ground-breaking applications, and paves the way for its forward-thinking partners to drive an entirely new concept in UX.



SEKISUI CHEMICAL Selected as One of the 100 Most Sustainable Corporations in the World for the Fifth Time. SEKISUI EUROPE B.V.

All European SEKISUI companies are part of the SEKISUI CHEMICAL Group, headquartered in Tokyo and Osaka. Located in Roermond, the European regional headquarters of the SEKISUI CHEMICAL Group, SEKISUI EUROPE B.V., acts as the connection point between Japan and Europe. SEKISUI in Europe is able to look back on more than 50 years of experience. Customers benefit from efficient and sustainable solutions - solutions that are based on a partnership-oriented approach and reliable services. As a group of 9 companies employing around 1000 people, SEKISUI in Europe combines internal strengths to look beyond: The ultimate aim is to develop outstanding solutions that will help improve people's lives - in Europe and all over the world. The automotive industry achieves improved comfort, safety, durability and fuel efficiencies with products from SEKISUI in Europe. The product range includes components for automotive interiors, exteriors and electronics.

WHAT YOU WILL EXPERIENCE ON SITE

WHO IS WHO

Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

AUDIENCE Q&A

Interact with conference speakers and moderators to ensure all of your questions are answered during these sessions.

PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

INTERACTIVE WORKING GROUPS

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the, go-to' place for knowledge, best practice and credible solutions.

NETWORKING RECEPTION

RedCabin invites our delegates to enjoy an informal evening get-together with speakers and peers at the Hyundai Motor Europe Technical Center GmbH. Discuss the outcome of the first summit day and expand your network in a relaxed environment.



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WHAT OUR PAST DELEGATES EXPERIENCED

„Well organized & very interesting lectures.“

Hyundai Motor Group

„The organization and the location was very good.“

Daimler

„Excellent cross-industry discussion.
Relevant presentations. Engaging Workshops.“

General Motors

„Great mix of experts & companies.
Great Balance between theory and action.“

Borgward Group AG

„Great content, excellent audience, very nice venue,
very good organization and an absolutely impressive tour
at the RWTH Aachen University.“

Altia

„Perfect opportunity to get a better understanding and
further learning about the future of the technology.“

Jaguar Land Rover Ltd.

„All participants discussed openly and were interested to
learn from each others experiences. The atmosphere was
very pleasant and (conference) – user friendly.“

Geely Auto Technical Deutschland GmbH

„Well mixture of presentations & working groups.“

Visteon

„I liked the presentation variety. Also the initial Meet and Greet
3 minutes speed date was a very good network strategy.“

Hyundai Mobis North America

„Great presentations with great content. Very inspiring and
insightful workshops.“

Aselsan

„Many interesting conversations and interactive design.“

IKA RWTH Aachen University

„Very interesting and well prepared with a lot of content
that helps companies to evolve for the future.“

Seristudio S.p.A

SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

08:00 REGISTRATION

JOINT SESSION

with Automotive Interior Summit

08:45 Welcome note by RedCabin and summit chairpersons

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

09:05 Opening speech

by Hyundai Motor Europe Technical Center GmbH

Dr. Jae Woon Lee – President, *Hyundai Motor Europe Technical Center GmbH*

09:15 Insights to latest interior developments of Hyundai Prophecy

Optimistic future vision, Living space, Emotion of driving, Interface Innovation

Nico Munkler – Group Manager Hyundai Interior/Hyundai European Design Center, *Hyundai Motor Europe Technical Center GmbH*

09:45 Toyota Boshoku's latest Interior space concept for 2030 rideshare concept

Richard Chung – Center Chief, Interior Space Visioning Center, *Toyota Boshoku*

10:15 Hyundai future mobility vision – Evolution from car through PBV towards UAM

- Supernal activities: Introducing the 1st steps in the UK with the Urban Airport event & Farnborough model
- Interior definition: Customer, performance and regulation needs
- Presentation of Farnborough demonstrator and interior features (ECO leather, interior lighting etc.)

Alexander Pozzi – Sr. Manager AIT Interiors, *Supernal*





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SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

10:45 NETWORKING COFFEE BREAK

INTUITIVE VEHICLES – HMI – HUMAN FACTORS – UX

11:15 Linking Intuitive Vehicle Design to The Voice of the Customer

Jack Dolan – Vice President of Product Quality Improvement, J.D. Power and Managing Director, J.D. Power Europe GmbH

11:45 Are Safety and Design conflicting requirements for Smart Surfaces?

Existing technologies often force us to compromise on seemingly conflicting HMI aspects. Uniphy Beyond Touch™ enables unparalleled design freedom to create freeform 3D Smart Surfaces with integrated grooves and extruded touch control elements that can be sensed by fingers allowing driver's eyes remain on the road.

Utilising inherent properties of its technology, Uniphy provide unique opportunity for Safe and Beautiful Smart Surfaces.

Jim Nicholas – CEO, Uniphy Ltd

12:30 NETWORKING LUNCH BREAK

INTERACTIVE SESSION: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend each interactive working group.*

WORKING GROUP – 1

13:45 Alternative HMI Concepts

HOSTED BY: **Caroline Olsienkiewicz** – UX/UI Engineer, Mercedes-Benz Group AG

WORKING GROUP – 2

13:45 Context and contextuality in the design of automotive user experiences

Understanding key considerations for planning, validation, and definition of user intuitive automotive user interfaces

The automotive industry has been both a field of innovation and stagnation for technologies. Maintaining the safety of our users has been the guiding vision for the whole industry for decades but with the inclusion of even more complex systems and expanded functionality how do we make sure that our organizations maintain effective and efficient processes to keep a safe vehicle operation while incorporating evolving branding and technology criteria.

HOSTED BY: **Jorge Furuya** – Head of Car UX, Volvo Car Group

Eline Ermens – Lead Design Strategist, Volvo Car Group

15:45 NETWORKING COFFEE BREAK

16:15 RESULTS

Each moderator of the interactive working group is presenting the outcome of their working group.



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SUMMIT DAY 1 | WEDNESDAY, 28 September 2022



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16:35 CLOSING REMARKS BY SUMMIT CHAIRPERSON

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

17:00 ONE-WAY BUSTRANSPORT

Bustransport to Hyundai Motor Europe Technical Center GmbH

17:30 EVENING NETWORKING RECEPTION

Enjoy an informal evening get-together at the Hyundai Motor Europe Technical Center GmbH, Hyundai-Platz, 65428 Rüsselsheim am Main

17:30 *Visitor Registration*

18:00 Opening Speech by Dr. Jae Woon Lee – President, *Hyundai Motor Europe Technical Center GmbH*

18:05 Welcome Presentation by David Labrosse – Department Head PPL, *Hyundai Motor Europe Technical Center GmbH*

18:20 Presentation HYUNDAI IONIQ 6

Zdenek Borysek – Manager Interior Design, *Hyundai Motor Europe Technical Center GmbH*

Emilie Grimm – Designer, *Hyundai Motor Europe Technical Center GmbH*

18:35 Get together with exhibition of technology (Fuel Cell, EGMP etc.)

END OF SUMMIT DAY 1



SUMMIT DAY 2 | THURSDAY, 29 September 2022

08:30 REGISTRATION

JOINT SESSION

with Automotive Interior Summit

08:45 Welcome note by summit chairperson

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

09:00 User experience in EV interior using driving simulator

Analysis of the effect of interior specifications, layout, and shape on driving sensibility (1. motion sickness, 2. driving safety, 3. convenience, etc.) in customer scenarios that have a high impact on driving conditions

Byung Seok Kong – Research Fellow Interior Research Lab (Body Tech Center), *Hyundai Motor Group (Namyang/Korea)*

09:30 Sustainability made attractive: Faurecia's latest interior concept

Gert-Dieter Tuzar – Senior Expert Ux/HMI, *Forvia*

10:00 Designing a more comfortable ride on passenger cars – Future In-Car Experience

Andrea Hees – Director Global Product & Program Management xBU, *Yanfeng Technology*

10:30 NETWORKING COFFEE BREAK





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SUMMIT DAY 2 | THURSDAY, 29 September 2022

INTUITIVE VEHICLES – HMI – HUMAN FACTORS – UX

11:00 Mazda interiors – where Japanese craftsmanship meets the latest technologies

Jo Stenuit – Director Design, *Mazda Motor Europe GmbH*

11:30 HMI adaptation for electrified vehicle on a multi energy platform, manage constraints to provide the best user experience

Regis Lantin – HMI Expert for Powertrain and Electrified Vehicle, *Stellantis*

12:00 NETWORKING LUNCH BREAK

INTERACTIVE SESSIONS: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend each interactive working group.*

WORKING GROUP – 1

13:30 Vehicle Interior Reflections

In this workshop we will explore all sources of reflection in the vehicle (glare from trim, veiling reflections into the windscreen, daylight reflections on displays and night time reflections from illuminated components/displays) and strategies to address them.

HOSTED BY: **Dr. Claire White** – Visual Ergonomics Technical Specialist, *formerly of Arrival*

WORKING GROUP – 2

13:30 Interior of the future

HOSTED BY: **Rolf Verhoeven** – Group Manager HMETC Body Interior, *Hyundai Motor Europe Technical Center GmbH*

15:30 NETWORKING COFFEE BREAK

16:00 RESULTS

Each moderator of the interactive working group is presenting the outcome of their working group.

16:20 CLOSING REMARKS BY SUMMIT CHAIRPERSONS

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

16:30 END OF SUMMIT



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INVESTMENT PER DELEGATE

DATE	2 DAY CONFERENCE INVESTEMENT
ORIGINAL INVESTMENT	2.995 €

VENUE SUMMIT DAY 1 & DAY 2

area3

Hans Strothoff Platz 1 | 63303 Dreieich | Germany

EVENING NETWORKING RECEPTION SUMMIT DAY 1

Hyundai Motor Europe Technical Center GmbH

Hyundai-Platz | 65428 Rüsselsheim am Main
Germany

FOR FURTHER INFORMATION, SPONSORSHIP OR DELEGATE REGISTRATION PLEASE CONTACT:

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