



International Summit

INTUITIVE VEHICLES

2023

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

10-11 October 2023 | MOTORWORLD | Region Stuttgart

Hosted by: **FORVIA**
Inspiring mobility



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Our beloved automotive industry is going through pivotal moments, where we are constantly pushed to take fundamental decisions on orientations to take, be it technology choices, geographic positioning, partners to count on or not, between taking the lead or following fast, investing or divesting, developing skills or buying solutions, and ... saving the planet or letting things happen; nothing less than that.

In this context it is healthy and wise to take a step back from time to time to see the big picture of what is going on in a larger context and to connect the many dots that surround us. So I am thrilled in the name of FORVIA to host the **Red Cabin Automotive Interior Summit** as well as the co-located **Intuitive Vehicles – Human Factors – HMI - UX Summit**, taking place in the **Motorwelt in Böblingen/Germany October 10th and 11th**. Two days of exchange, of learning and understanding, of consensus and maybe also of disagreement, and hopefully of enlightenment.

We will be talking about major societal and technological trends as well as about specific technology solutions to concrete industry challenges. Beyond inspiring speeches, the event will showcase relevant partner expositions and participatory workshops on various topics, from innovation processes to manufacturing solutions and decarbonization. Linking solutions to problems that people actually have is a guarantee for success and leads to mobility that matters to people. The very wide span of industry representatives, of topics to be covered and of ambitions to be shared will for sure create enriching exchanges, refreshing connections and allow all of us to travel back home with a load full of new personal and professional experiences and learnings.

Please come with an open mind for the unknown and with your questions to the industry peers. We look forward to welcoming you in Böblingen!

ANDREAS WLASAK

Vice President Design, Consumer Intelligence and User Experience, *Forvia*

ADVISORY BOARD



MATTHIAS POHL
Senior Project Manager
Advanced Engineering
Interior
Integration UI/UX
Mercedes-Benz AG



RICHARD CHUNG
Center Chief,
Interior Space
Visioneering Center
Toyota Boshoku



XAVIER CHALANDON
HMI Expert
Leader
Renault Group



ANDREAS WLASAK
Vice President Design,
Consumer Intelligence
and User Experience
Forvia

CONFIRMED SPEAKERS

DOUG WOLFF
UE Business Director, Automotive
Epic Games



XAVIER CHALANDON
HMI Expert Leader
Renault Group



DR.-ING. MILDA PARK
Supervisor Digital Product
Design/HMI
Ford Motor Company



IVO VAN HULTEN
Director of UX/UI Design
Dr. Ing. h.c. F. Porsche AG



DANIEL FISCHER
UI/UX Design Studio Ingenieur



OLIVIER PITRAT
Project Lead UI/
UX Designer Concept Car
BMW Group

For further information, sponsorship or delegate registration please contact:

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CONFIRMED SPEAKERS

ANDREAS WLASAK

Vice President Design,
Consumer Intelligence and
User Experience



SEBASTIAN WANDTKE

Senior Innovation Manager

DR. ALEXANDER HASLER

Director Marketing & Business Strategy

GERT-DIETER TUZAR

Senior Expert UX/HMI Design
Forvia

ANDREAS MAASHOFF

Director Innovation Europe
Yanfeng Technology



JIM NICHOLAS

CEO
Uniphy Ltd



STÉPHANE FERON

Corporate HMI Expert
Stellantis



DR. THOMAS VÖHRINGER-KUHNT

Founder & CEO
*Codeword Customer
Consulting GmbH*



PATRICE REILHAC

R&I Director
Valeo



LUKA RUKONIC

UX Researcher
Aisin Europe



PETER RÖSSGER

Founder & CEO
beyond HMI/////



SAMUEL WIJK

HMI & UX Chief Designer
Lynk & Co Design



TOBIAS OETERMANN M. SC.

Research Associate



THOMAS LENNARTZ M. SC.

Group Lead HMI
ika | RWTH Aachen University

JORGE FURUYA

Head of Car UX
Volvo Cars



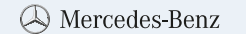
INGO KUBENKA

General Manager R&D
Toyota Boshoku



MATTHIAS POHL

Senior Project Manager
Advanced Engineering Interior
Integration UI/UX



CHRISTINA IBROM

Senior Manager Future Software and AI
Mercedes-Benz AG

DIPL.-ING. (FH) HELMUT WINDL

Marketing & Business Planning
*Panasonic Automotive Systems
Europe GmbH*



FRANÇOIS FARION

Design Director, Innovation,
CMF Process & Sustainability
Renault Group



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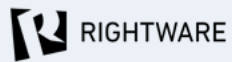
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SPONSOR



Unreal Engine, the Epic Games real-time visualisation platform that is the foundation for many of the world's most popular games, is increasingly central to the development strategy for pretty much every area of automotive business, from styling, engineering and manufacturing planning to configurators and advertising. In the vehicle, we are seeing strong growth in the platform's use to create amazing HMIs that develop customer value by delivering more information with more creativity, more personalisation and more new features, all developed quickly and efficiently.

The thoroughly proven HMI capability includes secure, scalable connectivity with the cloud, built-in facilities for monetisation, superb real-time graphics and an Over The Air upgrade path that can allow the HMI to continue to offer state-of-the-art capabilities throughout the vehicle's life.



Rightware is the pioneering provider of automotive graphics software tools and services.

We are uniquely positioned with a foundation in gaming, graphics, and UI development, laser focused on the automotive industry. Our mission is to help automotive OEMs deliver the best user experience for their customers while transforming the traditional HMI into a real Signature UI. We support this mission with a worldwide design and services organization with an unmatched track record of successful production projects. Rightware is headquartered in Finland and has a presence in China, France, Germany, Italy, Japan, South Korea, and USA. As a ThunderSoft company, our combined skills and assets allow us to deliver fully integrated HMI solutions, engineering support, and design services anywhere in the world. Kanzi One is the market-leading automotive UI tool, trusted by over 50 automotive brands across the globe.

SPONSOR



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.



onsemi (Nasdaq: ON) is driving disruptive innovations to help build a better future.

With a focus on automotive and industrial end-markets, the company is accelerating change in megatrends such as vehicle electrification and safety, sustainable energy grids, industrial automation, and 5G and cloud infrastructure. onsemi offers a highly differentiated and innovative product portfolio, delivering intelligent power and sensing technologies that solve the world's most complex challenges and leads the way to creating a safer, cleaner, and smarter world. onsemi is recognized as a Fortune 500® company and included in the S&P 500® index. Learn more about onsemi at www.onsemi.com.



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SPONSOR



Create your smart product experiences better and faster with the tools you need to quickly turn your concept into an interactive prototype.

Work with a team of design and software engineering experts that have supported concept cars and completed over 25 high-profile PoCs with global corporations, government and educational institutions. If you work on smart products that provide interaction and generate emotions, then jumpstart your future product experience today!

AISIN AISIN Group is a prominent global supplier of automotive systems. The merger of Aisin Seiki and Aisin AW in 2021, strengthened the company's ability to address today's society and automotive industry challenges through innovative products, services, and technologies. Aisin proposes diverse solution-oriented products spanning powertrain, chassis, body, connected mobility, and aftermarket.

We design, develop, and manufacture cutting-edge powertrain systems, such as e-Axles, ensuring optimal performance for electric vehicles. Within the vehicle, our detection and monitoring solutions prioritize the safety and well-being of occupants. Our child presence detection system prevents heat-stroke accidents involving children left unattended inside the vehicle, while the pneumatic seat system, featuring a shiatsu massage function, enhances comfort during long journeys. Aisin's Connected and Sharing Solutions pave the way for a safe, sustainable and enjoyable mobility for everyone. As a pioneer in navigation, we provide state of the art Software Development Kit, and by focusing on User Experience Driven Innovation, we deliver the best user journey especially for Electric Vehicles. With our RoadTrace™ product portfolio, based on connected insights, we help the road eco-system to improve the infrastructure towards Vision Zero and Net Zero. At Aisin, we are committed to preserving our environment by adopting clean power throughout our supply chain. Our mission is to bring freedom, joy, and beauty to our future Earth.

SPONSOR



Incari's state-of-the-art low-code platform eliminates the need for coding. Our software does the coding for you, reducing development time by more than 70%.

Incari pushes the limits and promotes opportunities for entirely new use cases. Driven by the desire to improve, innovate and optimize today's technology, Incari is the place for creative problem solvers.

Our journey is just getting started as we are being employed to work together with leading global brands to revolutionize and stay ahead of the curve.

www.incari.com



From additive manufacturing and injection molding technologies, SOPLAST has been providing to the customers for more than 40 years all our know-how, empowering sustainable and innovative products based in polymers.

UNCS is our start-up, developing a patented technology of highly stretchable and sinter free printed electronics, applied for the first time to the mobility sector. Haptic sensitive touch functions, capacitive printed circuits, integration of SMD components and heated surfaces on amazing 3D shapes are innovative approaches that our recent UNIC3 interior car concept revealed. It is all about integrating electronic with unlimited shapes either on plastic, fabric and natural materials for added value smart surfaces. Together, we can create the solutions of tomorrow.



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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.

MEET AND GREET

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

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. Discuss the outcome of the first summit day and expand your network in a relaxed environment.



WHAT OUR PAST DELEGATES EXPERIENCED

„Great organization and super interesting subjects.
An amazing B2B event.”

SOPLAST

„The organization and the location was very good.”

Mercedes-Benz

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

General Motors

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

Borgward Group AG

„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

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

Jaguar Land Rover Ltd.

„Inspiring professional exchange!”

Forvia

„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

„Good content. Good networking.
Good support from RedCabin.”

Fraunhofer

„Great presentations. Concrete examples. Nice discussions.”

Hyundai Motor Europe Technical Center GmbH

„Many interesting conversations and interactive design.”

IKA / RWTH Aachen University



SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

08:00 am REGISTRATION

WHO IS WHO

08:05 am 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.

JOINT SESSION

WITH AUTOMOTIVE INTERIOR

08:45 am Welcome note by RedCabin and summit chairperson

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

Sebastian Wandtke – Senior Innovation Manager, *Forvia*

08:50 am OPENING SPEECH: Navigating Uncertainty

- Planning in a world that is not allowing any planning
- Transforming risk into opportunities
- FORVIA Lumière demonstrator as an example to respond

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

09:20 am CASE STUDY: Materials sustainability – from backstage to primetime

François Farion – Design Director, Innovation, CMF Process & Sustainability, *Renault Group*





SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

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.

09:50 am STATEMENTS & POWER TALK: A road map to the future of car design, HMI & UX technology and AI

MODERATOR: **Ivo van Hulten** – Director of UX/UI Design, Dr. Ing. h.c. F. Porsche AG

PANELISTS: **Samuel Wijk** – HMI & UX Chief Designer, Lynk & Co Design

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, Forvia

Peter Rössger – Founder & CEO, Beyond HMI

10:35 am SPEEDNETWORKING

11:00 am NETWORKING COFFEE BREAK

INTUITIVE VEHICLES – HUMAN FACTORS – HMI SUMMIT

11:30 am OEM INSIGHT: Digital Emotional Experience – Next level HMI, software & Hardware working together to create a seamless digital experience

Daniel Fischer – UI/UX Design Studio Ingenieur, BMW Group

Olivier Pitrat – Project Lead UI/UX Designer Concept Car, BMW Group

12:00 pm Topic to be announced soon

Doug Wolff – UE Business Director, Automotive, Epic Games

PANEL DISCUSSION

12:30 pm Coming clean – the real truth about UX in modern cars and future trends

MODERATOR: **Jim Nicholas** – CEO, Uniphy Ltd

PANELISTS: **Gert-Dieter Tuzar** – Senior Expert UX/HMI Design, Forvia

Jorge Furuya – Head of Car UX, Volvo Cars

Thomas Lennartz M. Sc. – Group Lead HMI, ika | RWTH Aachen University

01:00 pm NETWORKING LUNCH BREAK

INTERACTIVE SESSION: WORKING GROUPS

The audience will be divided into three groups. Each group will attend all three interactive working groups..

WORKING GROUP – 1

02:15 pm Advanced Infotainment Systems for future cars

HOSTED BY: **Dr.-Ing. Milda Park** – Supervisor Digital Product Design/HMI, Ford Motor Company



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SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

WORKING GROUP – 2

02:15 pm Future HMI Technology (remote HMI: Teleportation and Teleoperation)

HOSTED BY: **Patrice Reilhac** – R&I Director, *Valeo*

WORKING GROUP – 3

02:15 pm Generative AI and its impact on future UX – challenges and opportunities

HOSTED BY: **Christina Ibrom** – Senior Manager Future Software and AI, *Mercedes-Benz AG*

04:15 pm NETWORKING COFFEE BREAK

04:45 pm CONTINUING WITH WORKING GROUP 1, 2 & 3

05:45 pm RESULTS

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

06:05 pm CLOSING REMARKS BY OUR SUMMIT CHAIRPERSON

Sebastian Wandtke – Senior Innovation Manager, *Forvia*

06:15 pm EVENING NETWORKING RECEPTION

Join us for an informal gathering hosted at the Ayrton Senna Galerie within the Motorworld.

END OF SUMMIT DAY 1



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SUMMIT DAY 2 | WEDNESDAY 11 OCTOBER 2023

08:30 am REGISTRATION

JOINT SESSION

with AUTOMOTIVE INTERIOR

08:45 am Welcome note by our summit chairperson

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

Dr. Alexander Hasler – Director Marketing & Business Strategy, *Forvia*

09:00 am CASE STUDY: Beyond the surface – the fusion of luxury car interiors and advanced HMI/UX technology

Andreas Maashoff – Director Innovation Europe, *Yanfeng Technology*

PANEL DISCUSSION

09:30 am PANEL: EV driver coaching – how HMI can help the driver build trust in HMI and support quicker EV adoption

MODERATOR: **Dr. Thomas Vöhringer-Kuhnt** – Founder & CEO, *Codeword Customer Consulting GmbH*

PANELISTS: **Luka Rukonic** – UX Researcher, *AISIN Europe*

Matthias Pohl – Senior Project Manager Advanced Engineering Interior Integration UI/UX, *Mercedes-Benz AG*

Stephane Feron – Corporate HMI Expert, *Stellantis*

Patrice Reilhac – R&I Director, *Valeo*

10:15 am NETWORKING COFFEE BREAK

10:45 am SHOW CASE: Mobility for all – advancements for people with disabilities

Ingo Kubenka – General Manager R&D, *Toyota Boshoku*

11:15 am UI/UX driver experience design

Ivo van Hulten – Director of UX/UI Design, *Dr. Ing. h.c.F. Porsche AG*

INTUITIVE VEHICLES – HUMAN FACTORS – HMI SUMMIT

11:45 am Cockpit HMI: Interaction and Interface Insights

Xavier Chalandon – HMI Expert Leader, *Renault Group*

12:15 pm Elevating UX maturity to foster innovation. Insights from qualitative interviews with industry leaders

- Untold stories and personal journeys of UX luminaries
- Strategies and innovative approaches employed by industry leaders to create engaging experiences
- Hidden gems, best practices, and groundbreaking ideas, shared by design gurus who are shaping the future of UX

Dr. Thomas Vöhringer-Kuhnt – Founder & CEO, *Codeword Customer Consulting GmbH*

12:45 pm NETWORKING LUNCH BREAK



SUMMIT DAY 2 | WEDNESDAY 11 OCTOBER 2023

INTERACTIVE SESSION: WORKING GROUPS

*The audience will be divided into three groups.
Each group will attend all three interactive working groups.*

WORKING GROUP – 1

01:45 pm Optimizing HMI for driver assistance and automated driving systems

HOSTED BY: **Stéphane Feron** – Corporate HMI Expert, *Stellantis*

WORKING GROUP – 2

01:45 pm Functional safety of HMI systems for autonomous driving and ADAS. The role of trust calibration in HMI and UX design

HOSTED BY: **Thomas Lennartz M. Sc.** – Group Lead HMI, *ika | RWTH Aachen University*

Tobias Oetermann M. Sc. – Research Associate, *ika | RWTH Aachen University*

WORKING GROUP – 3

01:45 pm Connecting the environment to the driver: Next Generation HMI in AR-HUDs

HOSTED BY: **Dipl.-Ing. (FH) Helmut Windl** – Marketing & Business Planning, *Panasonic Automotive Systems Europe GmbH*

03:45 pm NETWORKING COFFEE BREAK

04:15 pm CONTINUING WITH WORKING GROUP 1, 2 & 3

05:15 pm RESULTS

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

05:35 pm CLOSING REMARKS BY OUR SUMMIT CHAIRPERSON

Dr. Alexander Hasler – Director Marketing & Business Strategy, *Forvia*

05:45 pm END OF SUMMIT



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INVESTMENT PER DELEGATE

DATE	2 DAY CONFERENCE INVESTEMENT
ORIGINAL INVESTMENT	3.095 €

HOTEL RECOMMENDATION

V8 HOTEL Motorworld Region Stuttgart

Graf-Zeppelin-Platz 1 | 71034 Böblingen
reservierung@v8hotel.de

The Rilano Stuttgart Böblingen

Otto-Lilienthal-Straße 18 | 71034 Böblingen
reservierung-boeblingen@rilano.com

FOR FURTHER INFORMATION, SPONSORSHIP OR DELEGATE REGISTRATION PLEASE CONTACT:

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CONFERENCE VENUE

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