6th International VDI Conference

Automotive HMI and Connectivity

September 24-25, 2019, Amsterdam, The Netherlands

- Automotive HMI powered by 5G: Connected automated Mobility
- Creating Trust and Acceptance between Drivers and automated Vehicles
- Transforming the Vehicle HMI with new Technologies
- External HMI: Communication between Vehicles and vulnerable Road Users
- The role of UX now and in the Future

+ International Best Practices
+ World Café Sessions
+ Interactive Workshop

Meet international Experts from:

An event organized by VDI Wissensforum GmbH
www.vdi-international.com/ 01K0901019
08:30 Registration & Welcome Coffee

10:00 Chair’s Welcome and opening Address
Prof. Dr.-Ing. Gerrit Meixner, Managing Director, UniTyLab, Heilbronn University, Germany

I. Cockpit Design and Technologies

10:15 Smart Glazings towards an integrated multimodal HMI
- Automotive glazings enhancing the intelligent cockpit of autonomous cars
- Information display use case and strategy
- Interaction with drivers and passengers
Dr. Thibaut Heitz, Innovation and R&D Director, co-authors: Adil Jaafar, Innovation program Manager & Margaux Jouve, Development Engineer, all: Saint-Gobain, France

10:45 Transforming the Vehicle HMI with conformable and shapeable OLCDs
- How smart surfaces support HMI trends driven by increased automation
- Displays becoming the essence of a customizable automotive interior
- A new glass-free flexible display technology can transform the vehicle HMI
- Seamless integration of Organic LCD into curved surfaces
- OLCD scaled to large sizes, while enabling high-brightness and long lifetime
Rouzet Agaiby, Business Development Manager, FlexEnable, United Kingdom

11:15 Interior Cocoon – How to create a new Mobility Experience
- Interior Concepts are rethought
- Knowledge about the situation in the vehicle
- How software can increase comfort and safety
Lars Nikoleit, Business Development Manager, gestigon GmbH, Germany

11:45 New User Experiences in the Interior, HMI to create a new Magic
Marc van Soolingen, Global design manager seating, Faurecia, France

12:15 Lunch

13:45 Interactive World Café Session
Actively engage with other experts in small discussion groups on different topics. Discuss and identify challenges within your sector as well as problems and solutions and introduce your own experiences and cases.

15:00 Networking & Coffee Break

II. User Experience now and in the Future

15:30 Critical Role of UX for the Cars of near Future
- Navigation through a deluge of car features
- Use of AI and adaptive learning to ease cognitive load
- Mis-match of user expectations and technological abilities
- UX ideas for building trust in autonomous vehicles
Narendra Ghate, Chief Designer, Tata Elxsi, India

16:00 UX Research for the ultimate digital Device – Automotive UX Research is Key!
- Latest psychological research for the automotive industry
- From explicit big-data surveys to implicit research
- Needs of customers that are difficult to assess and often neglected
Philipp Reiter, Partner & COO, Carina de Lopez, Unit Lead User Experience, both: eye square GmbH, Germany

16:30 Why a successful UX in one Country can be a Disaster in another
- An overview of the autonomy landscape, covering recent news & trends
- The Golden Rules of good HMI & what to avoid
- How intuition varies by region – examples from recent SBD testing, surveys, insights, global & local research and trends
Andrea Sroczynski, Managing Director, SBD Automotive, Germany

17:00 The Future of Automotive UX
- Incorporation of third-party apps and services into the connected car
- A new approach to leveraging partnerships
- Designers to take the lead in defining the future automotive UX
Derek Sellin, Vice President, Rightware, Finland

17:30 End of Conference Day One

Get-Together
At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.
III. Automated Driving and its Impact on internal and external HMI

09:00 Humanizing Autonomy: How to design safe Hand-Over and Take-Over Scenarios for highly automated Driving
- User Experience for automated driving
- Components of the Continental Cruising Chauffeur HMI
- Benefits of augmented reality in AD scenarios
Bettina Leuchtenberg, Senior Expert HMI, Ergonomics & Usability, Cross Product Solutions, Continental, Germany

09:30 Exploring Trust and Acceptance of semi-automated Passenger Vehicles: Results of a Field Study
- Individual perception of semi-automated driving functions and exploration of interaction patterns
- Focus on Level 2 vehicles: Lane assist and adaptive cruise control
- Combining approaches from Human Factors and Data Science
Norah Neuhuber MSc, Human Factors Researcher, Dr. Alexander Stocker, Information Systems Researcher, both: Virtual Vehicle Research Center, Austria

10:00 HMI for external Communication: Insights into a novel Communication between Vehicles and vulnerable Road Users
- Informal communication between vehicles and other road users
- Presentation of a model for machine-to-human communication
- Results of first user studies
Dr. Ina Othersen, Project Manager, Volkswagen Aktiengesellschaft, Germany

10:30 Networking & Coffee Break

IV. The Potential of increasing Connectivity and 5G

11:00 Automotive HMI powered by 5G: How Telecommunication might boost Interaction with the Car
- AR/VR for immersive content
- SDN/NFV based HMI platform architectures
- Mobile edge cloud computing for applications and deployment
Sebastian Rettlinger, Group Lead HMI/ Creative Supervisor connected mobility, MAGNA Telemotive GmbH, Germany

11:30 Cellular 5G for cooperative connected automated Mobility
- Maturity of cellular ITS standards, profiles and deployments
- Interoperability between Road Authorities, OEMs and MNOs
- Learnings from various V2X projects and initiatives
- Business model considerations
Tim Wouda MBA MSc, Strategy Director Smart Mobility, Ericsson, The Netherlands

12:00 Lunch
International VDI Workshop

Building In-Vehicle Trust, Collaboration and Experiences through effective Design and OTA

Workshop Chair:
Hadas Topor-Cohen, Sr. Director, Product Management OTA, Software Platforms PBU, HARMAN, Israel
Tom Wellings, Principal Designer User Experience, Huemen Design, HARMAN, Brussels

Date and Venue:
September 26, 2019
Radisson Blu Hotel Amsterdam Airport, The Netherlands

Time:
09:00 - 16:00

Content
The promise of autonomous vehicles is that they will allow journeys without any need for driving input from their users, thereby opening-up new possibilities for the use of this time. To reach that point however, the issue of lack of trust between driver and automated vehicle needs to be confronted.

The workshop setup is as follows:
• A brief introduction of the current state of infotainment systems and UX design in connected and semi-autonomous vehicles
• How can we develop a collaborative relationship between a driver and a vehicle, through shared learning and practice
• How can we better understand historical data and knowledge, harness existing technologies to improve these systems
• Guided exercise
• Workshop participants gain a deeper understanding about the complexities of building trust, collaboration and experiences for drivers and passengers alike, in connected and autonomous vehicles

Agenda
• Introduction to HMI, infotainment, OTA and UX design
• Man vs. Machine, in automotive
• Building a collaborative intelligence: Exercise
• The use of data and A/B testing to fine-tune experiences
• Main findings of the workshop day
• Outlook into the future
Exhibition / Sponsoring

If you want to meet with and reach out to the first-rate experts attending this VDI conference and to powerfully present your products and services to the well-informed community of conference participants, please contact:

Martina Slominski
Project Consultant Exhibitions & Sponsoring
Phone: +49 211 6214 - 385
Fax: +49 211 6214 - 97 385
Email: slominski@vdi.de

Terms and Conditions

Registrations: Registrations for conference attendance must be made in writing. Confirmation of your registration and the associated invoice will be mailed to you. Please do not pay your conference attendance fee until you have received our invoice and its invoice number to be stated for transfer. Dutch VAT directives apply. Please state your VAT-ID with your registration.

Conference venue
Radisson Blu Hotel Amsterdam Airport
Boeing Avenue 2
1119PB Schiphol-Rijk, The Netherlands
Phone: +31 20 655 3131
Email: Reservations.Amsterdam.Airport@Radissonblu.com

Hotel room reservation:
A limited number of rooms has been reserved for the benefit of the conference participants at the Radisson Blu Hotel Amsterdam Airport. Please refer to “VDI Conference”. For more hotels: www.vdi-wissensforum.de/hrs

VDI Wissensforum service package:
The conference package includes the conference documents (online), beverages during breaks, lunch and the get-together on September 24, 2019.

Conference attendance conditions and terms: By way of your registration you accept the conference attendance conditions and terms of VDI Wissensforum GmbH as binding. Any cancellation of your registration must be made in writing. We will charge you only an administrative fee of € 50.00 plus Dutch VAT if you cancel your registration earlier than 14 days ahead of the conference date.

Any cancellation that reaches us after this deadline will entail the conference attendance fee as stated in our invoice to be charged in full. The date of the post office stamp of your written cancellation will be the decisive criterion. In that case, we will gladly mail you the conference documents on request. Subject to agreement, you may name a substitute participant. Individual parts and sections of conferences and seminars cannot be booked. You will be informed without delay if an event has to be cancelled for unforeseeable reasons. In that instance, you will be entitled only to a refund of your conference attendance fee if already paid. We reserve the right to exchange speakers and/or change the program sequence in exceptional cases. In any case, the liability of VDI Wissensforum GmbH is restricted exclusively to the conference attendance fee.

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Become a speaker at our international VDI Automotive Conferences. Make yourself known in the industry and discuss best practice examples with other international experts. We are looking for speakers on: Automotive Drives, Charging Infrastructure, Future of Buses, Future of AI in Automotive

Please submit your topic to:

Carolin Leuchten
Product Manager
International Business
Phone: +49 211 6214 - 118
Email: leuchten@vdi.de
### Participation Fee + VAT

- □ VDI Conference 24.-25.09.2019  
  *(01KO901019) € 1790*

- □ Workshop 26.09.2019  
  *(01ST938001) € 950*

- or

### Package Price (Please tick the boxes)

- □ (Conference + 1 Workshop) € 2460

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- □ Participation Fee VDI-Members* Save 50 € for each Conference Day.

* For the price category 2, please state your VDI membership number

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