

# DVN SEOUL WORKSHOP

JUNE 24-25<sup>TH</sup>, 2014

SEOUL RITZ-CARLTON



## Automotive Lighting Technologies in 2020-2025 Regional specificities Asia, US, Europe

Conference/Technology Round tables/Exhibition

Sponsored by



The 9<sup>th</sup> DVN workshop will take place in Seoul on June 24<sup>th</sup>-25<sup>th</sup>, 2014,  
at the «**Seoul Ritz-Carlton**», the five star luxury hotel of Seoul,  
located at the economic epicenter of South Korea.  
Attendees are invited to the DVN Dinner the evening of the first workshop day  
on June 24<sup>th</sup>, 2014, same location.



The Seoul workshop will be focused on the future; the rubric is **Automotive lighting technologies in 2020-2025. Regional specificities of Asia, US, Europe.**

After Tokyo in Japan, Detroit in America, and Shanghai in China, it is time for a DVN Workshop in Korea, one of the great Asian automotively-industrialised countries. Lectures will be presented by Korean, American, Japanese, and European speakers. They will be focussed on light sources, lighting functions, styling, energy savings and regulations. We are looking forward to creating the opportunity and forum for real and meaningful exchanges between Korea, Europe, the rest of Asia and America.

20 lectures will be presented:

- OEMs Audi, Hyundai Motors
- Set makers Automotive Lighting, Hyundai IHL, Mobis, SL Corp, Varroc Lighting Systems
- Light source suppliers Nichia, Osram, Philips, Seoul Semiconductor
- Simulations Mentor Graphics, Optis, Synopsys
- Universities, Lab, Regulators Hannover, UMTRI DEKRA, GTB
- Tier 2 AML Systems, Docter Optics, LMT

Lectures will be followed by Technology round tables each chaired by the best expert. They will cover following Topics: OLED, lasers, ADB/ LED, ADB/Matrix, Systems (electronics, hardware, software), materials, intelligent rear lighting, regulations (obstacles or progress accelerators).

Driving Vision News (DVN) is an International tech-watch web site ([www.drivingvisionnews.com](http://www.drivingvisionnews.com)) covering automotive lighting technologies on a global level. DVN publishes weekly newsletters and monthly reports which make you part of a real community of lighting professionals round the world.

# AGENDA

## TUESDAY 24 JUNE

- 1:30** Welcome
- 2:15** Opening.....Hector Fratty, DVN
- 2:20** Keynote.....KATRI
- 2:30** **Session 1: Automotive lighting trends.....Chairman: Rainer Neumann**
- Audi, Wolfgang Huhn, Lighting and Vision director: "Lighting is the new competition arena of car makers"
  - Hyundai Motors, Geum Woo Youn, Director of Exterior Engineering Design Group : Future Design & Technology of Hyundai-Kia Lighting System
  - Ralf Schäfer-JPCharret: "Global vision on automotive lighting towards 2020-2025 considering Asia specificities"
  - Robert Miller: "Light Color and darkness"
- 4:00** ROUND TABLE
- 4:30** [ **BREAK** ]
- 5:00** **Session 2: Lighting Systems trends.....Chairman: Wolfgang Huhn**
- AL: Claude Penn, AL R&D director, Asia: "The 10 Challenges in the Asian Automotive Lighting industry now and by 2020"
  - Hyundai Mobis, Park In Huem, director: "The technology roadmap of MOBIS. Focus on new light source"
  - SL Corp, Kuk,Sakong. Managing Director of Lighting Engineering Center: "3 Key Buying Factor for Automotive Lighting"
  - Varroc, R. Neumann, VP, R&D director, Varroc Lighting Systems: "How to Transfer Innovations and Safety Improvements to the Volume vehicle market?"
  - Hyundai IHL, Park Joo Won Senior Research Engineer: Introduction of Company,I.H.L.
- 6:20** ROUND TABLE
- 6:40** End
- 7:00** [ **DINNER** ]

## WEDNESDAY 25 JUNE

- 8:30** **Session 3: Light source trends....Chairman: Ralf Schäfer**
- Nichia, George Makdessi "Future LED Design, Specificities in Asia"
  - Osram, Claus Allgeier: "New Possibilities for Automotive Lighting with Advanced Light Sources"
  - Philips, Norbert Lesch: "Wafer-Level Packaging – an enabling LED technology for future automotive lighting applications"
  - Seoul Semiconductor, Michael Lim: "LEDs for Automotive Forward Lighting System"
  - Chandrajit Basu, Hanover University: "Laser headlamps: looking far ahead"
- 10:10** ROUND TABLE
- 10:40** [ **BREAK** ]
- 11:10** **Session 4: Simulation trends.....Chairman: Jean-Paul Charret**
- Mentor Graphics, Alexey Kharitonovich "Solving thermal issues in laser headlights"
  - Optis, Ludovic Manillier: "Vision of Software Solutions for Automotive Lighting"
  - Synopsys, Thorsten Schupp: "Design Tools to Accelerate Innovation in Automotive Lighting"
- 12:10** [ **LUNCH** ]
- 2:00 pm** **Session 5: Lighting component trends.....Chairman : Claude Penn**
- AML, Hassan Koulouh: "LED market share increases with smart actuators - Putting your dreams in motion"
  - Docter Optics, Jan Hamkens: "Optical components for advanced future headlamps"
- 2:40 pm** **Session 6: Regulation and measurements....Chairman: Geoff Draper**
- GTB, Geoff Draper: "Harmonisation of Technical Requirements and the Role of GTB in this Process."
  - DEKRA, Wilfried Van Laarhoven: "Complexity of AFS measurements for worldwide approval - Possible improvements"
  - LMT, Thomas Reiners: "Matrix Beam: A New Challenge in Goniophotometry of Modulated Signals"
- 3:40** ROUND TABLE
- 4:10** [ **CONCLUSION** ]
- 4:20** End of the workshop • **Specific meetings**

# RATES

## ENTREE FEE for Workshop, lunches and welcome dinner: 1000 Euros/pers.

- 1 free entry for DVN Gold members
- 3 free entries for DVN Platinum Members

## WORKSHOP REGISTRATION

- **Gold and Platinum members:** contact us at [contact@drivingvisionnews.com](mailto:contact@drivingvisionnews.com)
- **Other attendees:** goto [www.drivingvisionnews.com/workshop/korea2014](http://www.drivingvisionnews.com/workshop/korea2014) and click on "REGISTER" button.

## HOTEL RESERVATION

### Seoul Ritz-Carlton Hotel \*\*\*\*\* (five stars)

Address: 120 Bongeunsa-ro Gangnam-gu, 135-907 Seoul

Phone: +82 2 3451 8000

Special Room price for DVN attendees: ~230 Euros (Krw 270,000.- +Vat 10% +Service 10% )

#### Room contact for reservations

Will Park, director of sales

Email: [will.park@ritzcarlton.com](mailto:will.park@ritzcarlton.com)

Cell: +82-10-3848-6947, Dir. phone: +82-2-3451-8282

#### or Amy Lee, Sales

Email: [amy.lee@ritzcarlton.com](mailto:amy.lee@ritzcarlton.com)

Phone: +82 2451 8000

*Here under you find another Hotel located next door to Ritz Carlton*

### Novotel Ambassador Gangnam

603 Yeoksam-dong Gangnam-gu, Seoul 135-080, South Korea

Tel: +82 2 567 1101

Fax: +82 2 562 0120

Special Room price for DVN attendees: Krw 200,00 +Vat 10% +Service 10% including breakfast.

#### Room contact for reservations (preferably by Email)

Mr Jay Nam. Sales & Marketing Sales Executive

Email: [nagsales7@ambatel.com](mailto:nagsales7@ambatel.com)

Tel: +82-10-6389-5164.

Mark the dates: **June 24- 25, 2014**,  
with arrival in time on June 24 to visit exhibition booths area.