

DVN US WORKSHOP

JANUARY 13TH, 2015

ROYAL PARK HOTEL, ROCHESTER, MI
MEET & GREET DINNER, JANUARY 12TH, FROM 6:00 PM



>> Future Lighting Technologies, Techniques, and Regulatory Affairs <<

Topics to include: LED, Laser, OLED, ADB & Matrix Beam, Simulation, Regulation

Conference/Discussion Panels/Exhibition

Sponsored by



— Mechanical Analysis



AGENDA

MONDAY 12 JANUARY

05:30-06:00 PM • **Registration**

06:00 PM • **DVN cocktail**

07:00 PM • **DVN welcome dinner**

TUESDAY 13 JANUARY

08:00-12:30 • **Morning**

Keynote: Dr. Srinivasa Narasimhan (Carnegie-Mellon University):

«Programmable Headlights: One Billion Light Beam Adaptations Per Second»

Session 1 - Car and Setmakers' Vision on ADB technologies

GM: Michael Larsen | Adaptive Driving Beam in America

Hella: Hans-Theo Dorissen | ADB - Challenges for the future

Varroc: Rainer Neumann | Future of ADB considering Light Performance and Regulations

Valeo: John Orisich | US Consumers Deserve Glare Free High Beam Technologies

JWSpeaker: Dragan Popovic | Matrix Light Approach to Leaning Problems on Motorcycle Application

General discussion session 1 : Questions & Answers

Session 2 - Future Technologies in Lighting

BMW: Christian Amann | Laser assisted adaptive and dynamic lighting functions – a contribution to night time safety

Chrysler: Dennis Novack | Exterior Lighting Trends at Fiat Chrysler and What You Need to Know for the Future

Ford:Thorsten Warwel | Exterior Lighting Lamp technology at FORD - Challenges to meet global customer expectations with global cars

Automotive Lighting: Kamislav Fadel | Title tbd

Koito: Masaru Sasaki | Title tbd

Mobis: Taewon Lee | Lighting: Trends and how we have to match the technology and trends

General discussion session 2: Questions & Answers

02:00-06:00 • **Afternoon**

Session 3 - Electronics and Components Innovations in lighting

Philips: Dirk Vandenhaeghen | PHILIPS new lightsource solutions tailored to fit your needs

NAL: Tom Poorman | "The Elephant in the Room" or actual, quantified safety effects of headlamp lens degradation Sealink

Sea Link International: Scott McFarland | Thixo Magnesium, «a light weight alternative»

NXP: Prem Sharma | The key role electronics play in delivering automotive LED lighting system functionality

LMT: Thomas Reiners | Modulate and Rotate: Goniophotometry of Heavily Time-Modulated Intensity Distributions

General discussion session 3: Questions & Answers

Session 4 – Regulations

Audi: Stephan Berlitz | Regulatory impacts on innovative lighting functions

OSRAM: Bart Terburg | OSRAM's Regulatory Support of Future Automotive Lighting Technologies

UMTRI: Michael Flannagan | "Maximizing the safety benefits of advanced headlighting"

PANEL SESSION: Regulatory Affairs in NAFTA | Chairman: Geoff Draper

WORKSHOP REGISTRATION AND HOTEL ROOM BOOKING

ENTREE FEE for Workshop 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
- **Other attendees:** goto www.drivingvisionnews.com/workshop/US2015 and click on "REGISTER" button.

HOTEL RESERVATION

Booking is by your own means. Mention DVN when contacting Sue Keels (information below)

Location:

Royal Park hotel
600 East University Drive
Rochester, MI 48307

Room price:

Special single room price: 232 \$US/night
All rates are subject to an applicable tax of 9.5%

Contact:

Sue Keels
Director of Sales and Marketing
Royal Park Hotel
Direct: 248-453-8709
Fax: 248-652-8903
E-mail: SKeels@royalparkhotel.net



Mark the dates:

January 12-13, 2015

with arrival in time on January 12
for the welcome dinner at 6:00 PM

WHAT IS DRIVING VISION NEWS

DVN is a tech-watch web site covering automotive Lighting and Driver Assistance technologies and events

DVN services cover:

Weekly: Breaking impartial information delivered on what happened worldwide in the last 8 days in the realms of lighting and driver assistance in English and in Chinese.

Monthly: Very focused lighting and DA reports on cutting-edge technologies, company profiles, motor shows, congresses, and regulation updating - you can't get this content anywhere else. The reports are in English and will be in Chinese since end of the year.

Access to the DV News database and all published reports

Access to the DVN Gold members' Directory: detailed presentation of your company products/services to top 100 global lighting players in the industry.

DVN workshops twice-a-year: DVN hold workshops and round-table discussions periodically for its members. Lighting workshops have been held twice a year in Paris (France), Munich (Germany), Rochester, MI (USA), Tokyo (Japan), Shanghai (China), Seoul (Korea), gathering each time close to 200 lighting experts and decision-maker attendees.



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