

2021 DVN SHANGHAI INTERNATIONAL WORKSHOP

2021年DVN汽车照明创新技术国际研讨会

APRIL 19TH-20TH, 2021 • MARRIOTT SHANGHAI PARKVIEW HOTEL
2021年4月19-20日 • 上海宝华万豪酒店

April 19th: Afternoon Conference in parallel with Expo followed by Social Cocktail and Welcome Dinner
April 20th: Full day conference and Expo

4月19日：下午会议与展会同期举行，会后安排鸡尾酒会和欢迎晚宴
4月20日：全天会议和展会



The Theme of our one-and-a-half day conference and exhibition:
“High Tech Lighting, Impact on Safety, Regulation and Style”

我们一天半会议和展示的主题为：“高科技照明-对安全,法规和风格的影响”

Simultaneous Translation English-Chinese & Chinese English • 中英双语同声传译

Sponsored by • 赞助单位：



Our partner



Dear colleague,

Our 22nd DVN workshop will take place in-person in Shanghai on April 19-20, 2021, at the Marriott Shanghai Parkview Hotel, during the Shanghai Auto Show 2021, in full respect with all sanitary measures prevailing in Shanghai at that date. Conference and exhibition spaces will be safely laid out for hundreds of in-person attendees and a full onsite agenda.

Registered attendees who will not be able to travel to Shanghai will benefit from an online replay of the complete event.

How Digital light improves Safety

The Theme of our one-and-a-half day conference and exhibition: **“High Tech Lighting, Impact on Safety, Regulation and Style”**

will bring together around 350 worldwide participants involved in lighting and ADAS: directors, managers, and experts. Among the 25 lectures on the agenda, exceptional contributions are expected from OEMs Audi, BMW, GM, Shanghai-Volkswagen, Stellantis, Volvo, FAW Volkswagen, and lighting suppliers AL, Hella, Mobis, HASCO, Mind, Valeo, Varroc, Xingyu, Lumileds, Osram, Texas Instruments, Everlight, which will highlight the recent trends in lighting and brand recognition. Discussion panels and exhibition booths will host fruitful exchanges between all attendees.

Benefits

- Network & Promote: Shanghai DVN workshop allows your company to network with International and Chinese players and promote your lighting products or service offer towards the International & Chinese market.
- The theme “High Tech Lighting, Impact on Safety and Regulation” discussed during the Workshop Sessions by the best international experts will help you to orient your company strategic decisions concerning your product and service roadmaps.

RATES

ENTRY FEE for 2 days Workshop, lunches and welcome dinner: 1,000 Euros /pers

- 1 free entry for DVN Gold members
- 3 free entries DVN Platinum Members
- 3 free entries for Sponsors/Exhibitors with standard booth

MARRIOTT SHANGHAI PARKVIEW

333 Guangzhong Road West,
Shanghai 200072, China
Tel: +86 21 3669 8888

SPONSORS/EXHIBITORS: 10,000 Euros – 85,000 RMB*

An exhibition area of about 700 sqm covered with booths of International and Chinese companies is available during the workshop next to the main conference room. You can choose to showcase your company and present your latest products and create privileged contacts within this unique international gathering of targeted decision-makers in the auto lighting.

- 4m x 3m Standard booth
- Company logo on DVN event agenda, conference room and conference booklet
- A4 page Company advertising in conference booklet
- 3 free entrees for dinner and conference

*The price in RMB includes 6% VAT tax

DVN members and Exhibitors must contact Salomon Berner:

sberner@drivingvisionnews.com
Mob: +336 07 64 0502

or

*Shanghai LiMeng Conference & Exhibition Service Co.,Ltd.

Contact: Andy Ma
andy.ma@limengevent.com • Tel: +86 137 6430 3456

各位同仁，

22届DVN技术交流研讨会将于2021年4月19-20日在上海宝华万豪酒店举行，会议恰逢2021年上海车展期间，我们决定以面对面交流的形式举办这次会议。请各位参会者放心，我们的会议将完全遵守上海针对防疫采取的安全措施，不论会场还是展区都将合理规划，安全布局，以确保参会者的健康安全和有效参与。

因故无法亲临上海参会的注册嘉宾将通过在线观看回放的方式，全程参与我们的活动。

数字照明如何提升安全

我们一天半会议和展示的主题为：**“高科技照明-对安全,法规和风格的影响”**

预计全球约350名专业人士将参会，包括汽车照明、ADAS相关企业的管理者和各级专家、技术人员。本次研讨会将安排25个精彩演讲。演讲者分别来自整车制造商：奥迪、宝马、长城、福特、通用、日产、上汽大众、Stellantis；一汽 - 大众；车灯供应商：AL、海拉、摩比斯、华域视觉、曼德光电、三立集团、法雷奥、Varroc、星宇、ZKW、京瓷/SLD、亮锐 (Lumileds)、欧司朗、日亚、首尔半导体、亿光等。上述企业将重点讨论车灯发展的前沿趋势和品牌特色。此外，研讨会上将安排专家讨论环节；多家知名企业将搭建展台展示其创新产品与技术，促进参会人员间的技术交流。

参会者权益

- 互动 & 推广：上海DVN技术交流研讨会可帮助贵司与中国及国际企业建立联系，向国际和中国市场推广贵司的照明产品和服务。
- 科技视角：主题 “高科技照明，对安全和法规的影响”

全球顶级专家在研讨会上的讨论内容将帮助贵司定位关于产品和服务路线设定的战略决策

费用

参会费：1000欧元或8500*元人民币*，包括2天参会费用，会议午餐及欢迎晚宴费用。

- DVN黄金会员享有一个免费参会名额
- DVN铂金会员享有三个免费参会名额
- 标准展位参展商/赞助商享有三个免费参会名额

上海宝华万豪酒店

中国上海广中西路333号
电话：86 21 3669 8888

特装参展商/赞助商：10000欧元或85000元人民币*。

展区面积约700平米，紧邻宴会厅，方便参会者在会议间隙参观与交流；国际知名厂商和中国企业均在此搭建展台，展示公司形象及最前沿的产品、技术应用成果；全球汽车照明行业的重量级人物将聚集一堂，参会者和参展企业可借此机会与业内决策者接洽。

- 4米 x 3米的标准展位
- 公司Logo将展示在DVN的会议室内和活动日程、会刊上
- A4尺寸的公司广告将刊登在会议手册上
- 3个免费参会名额

*人民币价格包含6%的增值税

HOW TO JOIN &
REGISTER

You can register online
following this link

DVN会员和参展方须联系

Salomon Berner
邮箱：sberner@drivingvisionnews.com
电话：+33 07 64 0502

*上海利盟会展服务有限公司

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AGENDA 22nd DVN SHANGHAI WORKSHOP 19-20 APRIL, 2021

“High Tech lighting - Impact on Safety, Regulation and Style”

MONDAY 19 APRIL 2021 -- SHANGHAI LOCAL TIME

10:30 am

Registration, Quick Lunch

12:00 am

OPENING - Hector Fratty, DVN CEO

12:10 am

KEYNOTE, Wolfgang Huhn - DVN Senior Advisor - former head of Audi lighting

My journey from Audi to DVN

“Differences, Changes, new Perspectives, new challenges”

12:30 am

SESSION 1a • CAR MAKERS ACHIEVEMENTS and NEEDS TO IMPROVE SAFETY and STYLE

Chairman: Hector Fratty

Glare free high beam, road projection, laser light functions, OLED, micro-optics, small Headlamps and rear lamps, lighting elements from edge to edge, other lit elements

S-VW (Dr. Henning Kiel, Section Manager Front Lamps)

“Lighting Technologies for Human – Vehicle communication”

Audi - Jonas Kobbert, Headlamp Development

“Attention and Distraction by Dynamic Light Functions”

Stellantis - Whilk Goncalves, Head Lighting and signalization Innovation

“Stellantis: a global strategy for communication using Lighting HD headlamps”

1:30 pm

SESSION 1b • CAR MAKERS ACHIEVEMENTS and NEEDS TO IMPROVE SAFETY STYLE - MAKERS ACHIEVEMENTS and NEEDS TO IMPROVE SAFETY and STYLE

Chairman: Hector Fratty

Glare free high beam, road projection, laser light functions, OLED, micro-optics, small headlamps and rear lamps, lighting elements from edge to edge, other lit elements

FAW VW - Lili Yang, Group Leader Frontlamps

“Matrix Headlamp technology”

BMW - Rene Übler, Pre-Development lighting functions

“Dynamic Laser Matrix Beam”

Volvo - Paul-Henri Matha, Technical Leader Exterior Lighting

“Volvo plans to be fully electric by 2030: impact for exterior lighting”

GM - Michael Larsen, Exterior Lighting Technical Lead

“The long road to legalize ADB in the US”.

2:30 pm

Q/A Sessions 1

Moderated by Chairman Hector Fratty

3:00 pm

COFFEE BREAK

3:30 pm

SESSION 2a • SET MAKERS TECHNOLOGIES OFFER TO IMPROVE SAFETY and STYLE

Chairman: Wolfgang Huhn

Hascovision, Jinlong AO, Vice General Manager

“Beyond Lighting”

Mind Optoelectronics, Hossein Nafari, VP of

Lighting, Thermal, and Electrical Systems

“Popular Lighting System in China = 10K pixels level lighting or 1M pixels lighting”

Marelli AL Sebastian Hirsch, R&D Senior Manager for Asia

“Future Challenges for Digital Style”

HELLA - Chris Kirchenbauer, Head of D&D Lighting China

“FlatLight - Technologies Enabling New Styling for Automotive Signal Lighting”

4:30 pm

SESSION 2b • SET MAKERS TECHNOLOGIES OFFER TO IMPROVE SAFETY and STYLE

Chairman: Wolfgang Huhn

Hyundai Mobis, CHO, YEONGGI, Head China R&D Center

Shenzhen Branch

“ADAS sensor integrated ADB System”

Varroc - Luc Brisson, R&D dir. and SiLC - Ralf Muenster, VP Business Development & MKT

“Headlamp Integrated 6D LiDAR advances safety for ADAS and AVs”

Valeo (Lei Fan), Advanced R&D manager

“Monolithic Systems for high definition lighting and roadmarking”

5:30 pm

Q&A Sessions 2

Moderated by Chairman Wolfgang Huhn

6:00 pm

COCKTAIL

7:00 pm

DINNER

AGENDA 22nd DVN SHANGHAI WORKSHOP 19-20 APRIL, 2021

“High Tech lighting - Impact on Safety, Regulation and Style”

TUESDAY 20 APRIL 2021 -- SHANGHAI LOCAL TIME

8:00 am

SESSION 3a • HMI and Display in tomorrow's cockpit

Chairman: Philippe Aumont

Grupo Antolin - Pablo García Bravo and Weijie Huang, Shanghai Tech./Commercial Office

“The intelligent cabin by Grupo Antolin”

Pforzheim University - Prof. Blankenbach

“New Design Visions and Holistic HMIs by Advanced Display Technologies”

Inova - Stefan Hoffmann, Manager Applications

“ILaS – the new lighting network for the car”

Ansys - Sen Zhang

“Interior optical design workflow”

9:00 am

SESSION 3b • SMART INTERIOR LIGHTING

Ambiance, decoration, personalization, brand, and key to HMI, safety and sanitization SANITIZATION

Chairman: Philippe Aumont

Osram-Melexis - Mingjie Dou, Osram Senior Marketing Manager- Automotive - Linhong Song Melexis, Senior Field Application Engineer
“Ambient light takes the next step towards ASIL”

DesignLED - Dr. James Gourlay, CTO

“Backlighting Technologies”

Novem - Dr. Dominique Heilborn, R&D Director of light and function
“Light & function integrated interiors - supply landscape challenges”

PolyIC - Dr Wolfgang Clemens, Head of project management

“Smart surfaces with touch sensoric”

10:00 am

Q/A Sessions 3a, 3b

Moderated by Chairman Philippe Aumont

10:30 am **BREAK**

11:00 am

SESSION 4 • REGULATION

Chairman: Geoff Draper

Introduction to the Session and Presentations

Davide Puglisi, General secretary, GTB

Progress of SAC/TC114/SC21 to update GB Standards

Wang Wei, Secretary, SAC/TC114/SC21

Hot topics in the Drafting Process of new GB Regulations on Light Signalling Devices Zhu Caiping, C- GTB Vice Chair

Current and Planned Research Projects Sponsored by the GTB Scientific WG (SVP) Rainer Neumann, GTB WG-SVP Chair

GTB Activities at GRE

Davide Puglisi, General Secretary, GTB

Introduction to the “China Automobile Standards Internationalization Centre (Geneva)” Xie Dongming President of China Auto. Standards intern. Centre

Panel session Xie Dongming, Bu WeiLi, He Yuntang, Wang Wei, Zhu Caiping

12:30 am

LUNCH

2:00 pm

SESSION 5 • LIGHT SOURCES EVOLUTIONS

Status and trends of LED, OLED, Matrix, μ LED

Chairman: Ralf Schaefer

Lumileds - Keanu Ma, China Technical Application Lab Director

“A high-resolution headlighting system based on hybrid light-source architecture”

Osram, Dr. Carsten Setzer, Head of Automotive OEM Sales Region APAC

“The Future of visible and invisible lighting: An outlook”

Texas Instruments - Terry Yuan, TI DLP® Auto Product Marketing Manager

“DLP technology is enabling smart & dynamic lighting all around the vehicle”.

Everlight, Norman Hung, Manager

“Everlight Matrix product launch”

Q&A session 5

Moderated by Chairman Ralf Schäfer

3:30 pm

SB SESSION 6 • SKILLS TO HELP HIGH TECH LIGHTING

Material and Electronics and Simulation and testing

Chairman: Leo Metzemaekers

AML Systems - Dian Hong

“Digital Aiming for High Tech Lighting”

Covestro - Andy Zhang

“Driving Ahead of the Curve: Visionary Headlamp Concept with Polycarbonates”

NXP - Victor Wang, Regional Marketing Manager Great China

“Functional Safety considerations and solutions for Matrix Headlighting”

- Ansys - Dr. Pengyuan Lu

“Glare-free Head Lamp”

- Sunny Optech - Tany Gu, Deputy General Manager

“Imaging Optics in Headlight Applications”

Q&A session 6

Moderated by Chairman Leo Metzemaekers

5:00 pm

CLOSING

第22届DVN上海研讨会（2021年4月19日至20日）

“高科技照明—对安全,法规和风格的影响”

2021年4月19日 - 中国时间

上午10:30

签到, 午餐

上午12:00

致开幕词—Hector Fratty, DVN首席执行官

上午12:10

主题演讲, Wolfgang Huhn - DVN高级顾问 (前奥迪车灯负责人)

从奥迪到DVN

"差异、变化、新视角、新挑战"

上午12:30

1a环节 - 整车厂的成果和提升安全性、美化造型的需求 -

主持人: Hector Fratty

防眩目远光、路面投影、激光照明功能、OLED、微型光学元件、小尺寸头灯和尾灯、其它点亮元素

上汽大众 (Henning Kiel博士, 前照灯高级经理)

"人车交流照明技术"

奥迪 - Jonas Kobbert, 头灯开发部

"动态照明功能促使注意力集中和分散"

Stellantis - Whilk Goncalves, 头灯和信号灯创新负责人

"Stellantis: 用高清头灯进行交流的全球发展战略"

下午1:30

1b环节 - 整车厂的成果和提升安全性、美化造型的需求

主持人: Hector Fratty

防眩目远光、路面投影、激光照明功能、OLED、微型光学元件、小尺寸头灯和尾灯、其它点亮元素

一汽大众—杨莉莉, 头灯组组长

"矩阵大灯技术"

宝马 - Rene Übler, 照明功能预开发部

"动态激光矩阵光束"

沃尔沃 - Paul-Henri Matha, 外部照明技术负责人

"沃尔沃计划2030年实现全电动: 对外部照明的影响"

通用汽车 - Michael Larsen外部照明技术负责人

"ADB在美国的合法化任重道远"

下午2:30

第1环节问答

Hector Fratty主持

下午3:00

茶歇

下午3:30

2a环节 - 为提升安全、美化造型, 灯具厂提出的技术方案

主持人: Wolfgang Huhn

华域视觉, 敖锦龙, 副总经理

"超越照明"

曼德光电, Hossein Nafari, 照明、散热和电子系统副总裁

"中国受欢迎的照明系统 = 1万像素或100万像素水平的照明系统"

马瑞利 AL Sebastian Hirsch (亚太研发总监)

"数字风格的未来挑战"

海拉-- Chris Kirchenbauer, 中国区照明研发负责人

"FlatLight-实现汽车信号灯新样式的技术"

下午4:30

2b环节 - 为提升安全、美化造型, 灯具厂提出的技术方案

主持人: Wolfgang Huhn

现代摩比斯, CHO, YEONGGI, 中国研究中心深圳分公司负责人

"集成ADAS传感器的ADB系统"

Varroc - Luc Brisson, 研发总监和 SiLC - Ralf Muenster,

业务开发&市场营销副总裁

"集成6D LiDAR的头灯, 提升ADAS和AV的安全性"

法雷奥 (范磊), 研发高级经理

"用于高清照明和路标的单片系统"

下午5:30

第2环节问答

Wolfgang Huhn主持

下午6:00

酒会

下午7:00

晚餐

第22届DVN上海研讨会（2021年4月19日至20日）

“高科技照明—对安全,法规和风格的影响”

2021年4月20日 周二 --- 中国时间

上午8:00

3a环节 – 未来驾驶舱中的人机界面和显示器

主持人: Philippe Aumont

Grupo Antolin, Pablo García Bravo and Weijie Huang, 上海技术商务办公室

"Grupo Antolin的智能驾驶室"

普福尔茨海姆大学 – Blankenbach 教授

"先进显示技术带来的新设计愿景和整体人机界面"

Inova – Stefan Hoffmann, 应用经理

"ILaS – 新汽车照明网络"

Ansys – 张森

"内饰光学设计流程"

上午9:00

3b环节 – 智能内饰照明

环境、装饰、个性化、品牌和人机交互界面、安全和消毒的关键

主持人: Philippe Aumont

欧司朗-Melexis – Mingjie Dou, 欧司朗市场部高级经理-汽车 –

Linhong Song Melexis, 视场应用高级工程师

"氛围灯向ASIL迈出下一步"

DesignLED – James Gourlay博士, 首席技术官

"背光技术"

Novem – Dr. Dominique Heilborn, 照明功能研发总监

"照明 & 功能与内饰集成 – 应对新挑战"

PolyIC – Wolfgang Clemens博士, 项目管理负责人

"带触摸感应功能的智能表面"

上午10:00

3a, 3b环节问答

Philippe Aumont 主持

上午10:30 茶歇

上午11:00

第4环节 – 法规

主持人: Geoff Draper

会议和演讲介绍

Geoff Draper, DVN资深法规顾问

SAC/TC114/SC21更新GB标准的进展

王伟, 秘书, SAC/TC114/SC21

光信号设备GB新法规起草过程中的热点议题

朱彩萍, C- GTB 副主席

GTB科学工作小组 (SVP) 赞助的研究项目

Rainer Neumann, GTB WG-SVP 组长

GTB 开展的GRE活动

Davide Puglisi, 秘书长, GTB

"中国汽车标准国际化中心 (日内瓦)" 介绍

谢东明, 中国汽车标准国际中心总裁

圆桌讨论 谢东明、卜伟礼、何云堂、王伟、朱彩萍

上午12:30

午餐

下午2:00

第5环节 – 光源演变

LED、OLED、矩阵、 μ LED的现状和发展趋势

主持人: Rald Schaefer

亮锐 – Keanu Ma, 中国应用研发实验室总监

"基于混合光源架构的高分辨率头灯系统"

欧司朗, Carsten Setzer博士, 汽车OEM亚太区销售负责人

"可见光和不可见光的未来: 前景预测"

德州仪器 – Terry Yuan, TI DLP® 汽车产品市场营销经理

"DLP技术赋能智能和动态照明"

亿光, Norman Hung, 经理

"亿光矩阵产品发布"

第5环节 问答

Ralf Schäfer主持

下午3:30

第6环节 – 助力高科技照明工具

材料、电子、模拟、测试

主持人: Leo Metzemaekers

AML系统 – Dian Hong

"高科技照明的数字照准"

科思创 – Andy Zhang

"驾驶面临变革: 聚碳酸酯头灯新概念"

恩智浦, Victor Wang (大中华区区域营销经理)

"矩阵头灯的功能安全考量和解决方案"

Ansys – Pengyuan Lu 博士

"防眩目头灯"

Sunny Optech, Tani Gu, 副总经理

"大灯应用中的成像光学"

第6环节问答

Leo Metzemaekers主持

下午5:30

结束