DrivingVisionNews.com

Automotive lighting, driver assistance and smart interior

SUBURBAN COLLECTION SHOWPLACE

DVN WORKSHOP
21-22 SEPTEMBER 2021

HYATT PLACE HOTEL, NOVI, MI

Social Cocktail • Meet & Greet Dinner
Conference • Expo

- **According to NHTSA Night driving accounts for around half of accidents.**
- **Studies show that the main causes for the accidents are the driver being unaware of the hazard.**
  - **Low visibility**
  - **Poor illumination**
  - **Glare**

How to Save Lives in Nighttime Driving

Topics include Driver Monitoring, ADB, LED, MicroLED,
ADB performance assessment, Simulation, testing, measurements, and regulation

REGISTER

Sponsored by:

AML SYSTEMS · LUMILEDS · BICOM · ISOQA · POLUMAIRE EXECUTIVE SEARCH · Instrument Systems KONICA MINOLTA Group Optronik Line · SEOUL SEMICONDUCTOR · Valeo

KYOCERA SLDLASER · HASCO 华域视觉科技(上海)有限公司 HASCO VISION TECHNOLOGY CO., LTD. · LMT · ams OSRAM · SAMSUNG · Nyotek · DOCTER OPTICS

EVERLIGHT · Dajac Inc. · varroc EXCELLENCE · NICHIA · covestro · AL AUTOMOTIVE LIGHTING · MARELLI · DBM REFLEX · STS SAPPHIRE Technical Solutions

DrivingVisionNews.com
Automotive lighting, driver assistance and smart interior

DVN Sixth US Workshop will take place in-person at the Hyatt Place Hotel, Novi, MI, on September 21-22, 2021

DVN 23rd workshop will take place in-person in Novi, MI, on September 21-22, 2021, at the Hyatt Place Hotel, during the Motor Bella 6 days event replacing 2021 NAIAS. All sanitary measures prevailing in Detroit at that date will be in place. 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 Detroit will benefit from an online replay of the complete event.

The Theme of our one-and-a-half day conference and exhibition:

"How to save lives in nighttime driving?"

will highlight how new technologies will contribute to increased safety provided US regulation authorities allow their introduction in the US. The event will bring together around 250 worldwide participants involved in lighting and ADAS: directors, managers, and experts. Among the 30 lectures on the Draft Agenda to be seen on next page, contributions are expected from US Authorities, Regulators, car makers Audi, GM, Ford, Jaguar Land Rover, Volvo, and lighting suppliers Hella, Marelli AL, Mobis, Valeo, Varroc, Lumileds, Nichia, Osram, Kyocera, Samsung, Texas Instruments, Everlight, Seoul SC, which will highlight the recent safety oriented trends in Lighting and smart car interior. Discussion panels and exhibition booths will host fruitful exchanges between all attendees.

• Network & Promote: This US DVN workshop allows your company to network with International and US players and promote your lighting products or service offer towards the International & US market.

• The theme "How to save lives in nighttime traffic?"

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.

REGISTRATION ON DVN WEBSITE: www.drivingvisionnews.com

ADMISSION FOR 1½ DAY WORKSHOP INCLUDING LUNCHES & DINNER: €1,000

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

EXHIBITORS

STAY IN TOUCH WITH YOUR CUSTOMERS & PROSPECTS

and present your product/service innovations or other important messages to high-level decision makers.

TARGETED VISIBILITY

- Your company logo on DVN event agenda and conference hall
- Your company A4 page advertising in the workshop booklet handed out to each participant.

NETWORK & PROMOTE IN PERSON

- 3 free entrees for dinner and conference
- The US DVN workshop in-person attendees will visit your booth during the 30mn conference breaks every two hours, during the lunch, and the welcome cocktail.
- The online attendees will also be invited to a video-visit of each exhibition booth during which the exhibitor will be interviewed.
- All attendees will have access to the replay VOD of the event for 2 full weeks.
- The September 21st weekly DVN Newsletter sent to 3 500 lighting players including 1,000 Gold members, will display all Exhibitors' innovative products/services.

EXHIBITION BOOTH PRICELIST

Standard Booth:	4m x 3m - 10,000 Euros
XXL Booth:	7m x 3m - 15,000 Euros

An exhibition area of about 700 sqm covered with booths of International and US 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 industry.

DVN members and Exhibitors must contact Salomon Berner

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

DrivingVisionNews.com
Automotive lighting, driver assistance and smart interior

DVN WORKSHOP DOCKET: HOW TO IMPROVE SAFETY AT NIGHT

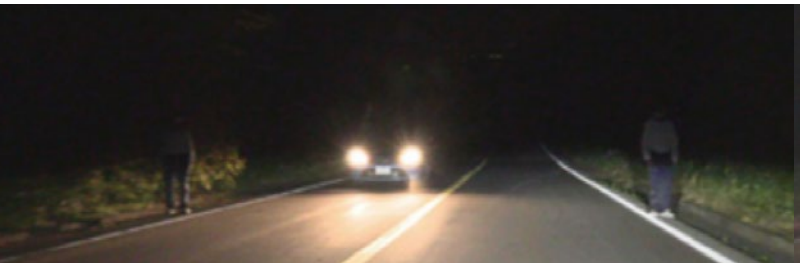
– DRAFT PROGRAM –

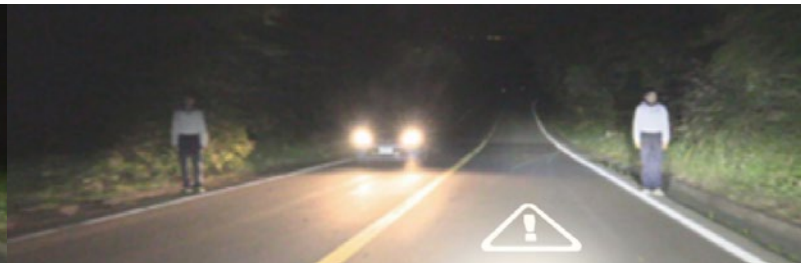
On 21-22 September 2021, six months after the Shanghai DVN Workshop, will come the next DVN Workshop near Detroit in Novi, Michigan—a real, live, face-to-face event with acclaimed speakers and a large spread of expo booths.

The rubric of the workshop is **How to Save Lives in Nighttime Driving**, with topics including driver monitoring, ADB, LED, MicroLED, lighting performance assessment, simulation, testing, measurements, and regulation.

Session № 1

Status of Safety Situation will be focus on general information concerning safety, understanding how darkness affects crash risk, and how to improve the figures. We will welcome top experts in this domain, including Michael Flannagan from UMTRI, John Bullough from RPI-LRC, and Matthew Brumbelow from IIHS.





Session № 2

Automakers' Contribution to Safety Improvement, is dedicated to automakers. Presenters from Audi, Ford, JLR, Volvo, and GM and Stellantis will talk about their achievements and ideas to improve safety. At the end of the lectures will be a Q&A session, managed live by session chairman Hector Fratty.

Session № 3

Setmakers' Technology Achievements Concerning Safety will cover technologies to improve safety, including HR-ADB and many more. Presentations will be given by speakers from Koito, Magna, Marelli AL, Valeo, and Varroc. At the end of the lectures, session chair Wolfgang Huhn will manage a Q&A session.

Session № 4

Vehicle Interiors, chaired by Philippe Aumont, will look at the contribution of interior technology like driver monitoring systems to heightened safety. Lectures will be given by Grupo Antolin, Ansys, Faurecia, Xperi, and Radiant, with a Q&A session afterward.

Session № 5

Regulatory Matters, is dedicated to the harmonisation of technical requirements for adaptive lighting systems. It will address questions of how to meet the needs of type approval, self-certification, and other mandatory standards, and will explore how we can make progress to develop testing requirements for adaptive lighting that can be adopted by all nations irrespective of the regulatory system that they operate.

In this session, chaired by former GTB President and current DVN Senior Regulatory Adisor Geoff Draper, we will have talks by Davide Puglisi, NHTSA representatives, speakers from vehicle manufacturers, and from a government testing facility, and an exchange of views among noted lighting research associate professors John Bullough and Michael Flannagan. There will be a panel discussion with Geoff Draper, Rainer Neumann, Wolfgang Huhn, and Michael Larsen.

Sessions N° 6 & 7

These 2 sessions cover Light Source innovations and Technology Enablers for Safety at Night will see lectures on topics including status and trends of LED, OLED, matrix, and µLED from AMS Osram, Kyocera SLD Laser, Lumileds, Everlight, Samsung, AML Systems, Docter Optics, Covestro, LMT, and ISOQA.

Agenda US Novi Workshop

"How to Save Lives in Nighttime Driving?"

TUESDAY 21 September

1:00 Opening and Keynote by Daniel Stern

1:15 pm SESSION 1: Status of Safety Situation on the roads-Chairman: Daniel Stern, DVN

- UMTRI, Michael Flannagan, Research Associate Professor Human Factors Division
"Understanding how darkness affects crash risk: Direct comparisons between dark and light conditions"
- IIHS, Matthew Brumbelow, Regulator,
"The results are in: a first look at the real-world effect of the IIHS headlight ratings."
- Mount Sinai-Icahn School of Medicine, John Bullough, Light & Health Research Center
"Advances in Understanding the Safety Benefits of Adaptive Vehicle Lighting."

2:00 pm SESSION 2: OEM contribution to safety improvement- Chairman Daniel Stern

- Audi, Michael Hamm, Manager Development Headlamps,
"Worldwide ADB experience with millions of cars"
- Volvo, Paul-Henri Matha, Technical Leader Exterior Lighting,
Safety : how does Volvo handle exterior lighting when we speak about safety
- GM, Michael Larsen, Exterior Lighting Technical Lead
"The balance between seeing light and glare"
- Ford Motors, Luciano Lukacs, Global Core Exterior Lighting Supervisor,
«Challenges of implementing Exterior Lighting features to enhance safety in a global market»
- Jaguar Land Rover, Shammika Vickramasinghe, Group Leader & Domain Architect Body Engineering,
«Lighting and improving safety»

3:15 pm Panel Discussion about «How to Save Lives in Nighttime Driving» moderated by Hector Fratty

4:00 pm COFFEE BREAK

4:30 pm SESSION 3: Set Makers Technology Achievements to increase Safety- Chairman: Michael Larsen, GM

- Marelli-AL, Ernst-Olaf Rosenhahn, Head of Lighting Innovation
"How the Headlamp Rating HSPR will increase Nighttime Traffic Safety"
- Valeo, John Orisich, Manager - Advanced Development and Simulations
"Safer Roads: Thanks to High Definition Lighting Experience"
- Varroc, Luc Brisson (R&D Dir.), Ralf Muenster (SiLC), and Joel Pazhayampallil (BlueSpace)
"The Two Second Advantage: 4D Predictive Perception powered by FMCW Smart Headlamps for Enhanced Safety and Performance"
- Hella, Pavel Ondryska,
"Digital Light – A safer way to drive"
- Koito-NAL, Viren Merchant, Assistant General Manager - New Technology
"Spread of ADB and Contribution to Safety"
- Q&A-Session 3

6:00 pm Closing

6:00 Social Cocktail

7:00 pm Welcome Dinner

WEDNESDAY 22 September

8:30 am: SESSION 4 : Enhanced Safety by Driver Monitoring Systems-Chairman Philippe Aumont, DVN

-Ansys: Sen ZHANG, Application Engineer
"In-Cabin Sensing Systems and simulation with Ansys;
- Radiant Vision Systems, Matt Scholz, Automotive Business Leader,
"Measuring Near-Infrared Light Sources for Driver Monitoring Systems (DMS)"
-Grupo Antolin: Enrique Jiménez. B. D.– Electr., Benjamin Chevallier. NA Innov. Manager
" Assisting Nighttime Driving with Driver and Occupant Monitoring Systems".
- Xperi, Petronel Bigioi, CTO of Products
"Next Generation Interior Sensing"
- Eyeris, Modar Alaoui, CEO
"Sensor Fusion AI Enabled by Interior Scene Analysis & Modern Automotive AI Chips"

10:00 am : COFFEE BREAK

10:30 am : SESSION 5 -Regulations : Harmonisation of technical requirements for adaptive lighting systems- Introduction by Geoff Draper

Presentations moderated by Bart Terburg,

- GTB, David Puglisi, Secretary of GRE IWG-SLR: "Review of the Stage 2 GRE Simplification of the UN Regulations (GRE IWG SLR)- Update on GTB activities"
- Michael Piscitelli, Sapphire Technical Systems, "How to assess real-world performance of adaptive systems?"
- Ms. Wang Wei, SMVIC / Secretary of SAC/TC114/SC21
"The Chinese approach to testing Adaptive Forward Lighting systems-Progress report from SAC/TC114/SC21"
- Rainer Neumann, Varroc, Chair of GTB Scientific Group / Co-Chair of GTB Strategy Group:
" Summary of Experiences of following the practical test for ADB (assessment by an inspector on public roads) as defined in the UN Regulations"
- John Bullough (Mount Sinai Icahn), Michael Flannagan (UMTRI): "Is a subjective assessment of real-world performance such a bad thing?"

Panel Session, moderated by Bart Terburg: "How to merge the needs of type approval, self-certification and other mandatory standards?" with presenters, W. Huhn, M. Larsen, R. Neumann.

12:30 LUNCH

2:00 pm : SESSION 6 - Light source innovation- Chairman: Brant Potter, Valeo

- Lumileds, Michel Zwanenburg, Regional VP NAFTA Automotive,
"Latest LED light source solutions driving enhanced safety for all"
- Samsung, Will Chung, Principal Engineer, Automotive LED Marketing
"Infinite Possibilities of LED Integration"
- ams Osram, Michael Godwin, NA Director, Visible LED Products
"Enhancing Safety at Night by Visualizing the Unseen"
- Kyocera SLD Laser, Paul Rudy, SVP BD, CMO & cofounder,
"LaserLight, the all-in-one proposition for Brightness,Styling,Sensing,Communication"
-TI, Brandon Seizer, Product Marketing Engineer
"Improving vehicle visibility with dynamic projections"
- Q&A-Session 6

3:30 pm : SESSION 7 – Technology Enablers- Chairman: Laurent Meister, Marelli

- AML Systems, Ludovic Toulisse, R&D Director/Hassan Koulouh, Innovation Manager,
"High precision headlamp setting".
- Docter Optics, Hagen Schweitzer, Manager Optical Design,
"Precision Molded Glass Lenses with Application to Automotive HD-Pixel Light Systems"
- Covestro, Paul Platte, Senior Marketing Manager,
"Driving Ahead of the Curve: Visionary Monomaterial Headlamp Concept"
- LMT, Dr. rer. Nat Thomas Reiners Chair GTB Task Force Vehicle Level Lighting Test Procedure.
"Vehicle Lighting Performance Assessment System (VELAS): On-Vehicle Headlamp Goniophotometry for C-NCAP"
- Q&A-Session 7

5:00 pm Workshop Closing