

20-21
JUNE
2022

ROCHESTER

DVN
Lighting & ADAS

SAVE THE
DATE
JUNE 20-21

US DVN WORKSHOP

Safety & Design: Challenges & Opportunities

ROYAL PARK HOTEL, ROCHESTER, MI
Social Cocktail • Meet & Greet Dinner • Conference • Expo

- 24TH DVN WORKSHOP -

Topics will include Front, Rear, Interior Lighting
Impact of Technologies ADB, LED, MicroLED, OLED, Laser, MLA on Safety and Design
New Functions including lit design elements like illuminated front grills
Regulation - Simulation - Testing - Measurement



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The lighting & ADAS community's first top-tier event of the year.

DVN 24th Workshop will take place in-person at the Royal Park Hotel, Rochester, MI, on June 20-21, 2022.

All sanitary measures prevailing in Rochester 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.

The Theme of our 1½-day conference and exhibition: **Safety & Design: Challenges & Opportunities.**

It will highlight how new technologies will contribute increasing safety in the world, while offering new design.

The event will bring together more than 250 worldwide participants, managers, and experts, involved in lighting and ADAS.

Among the 30 Lectures, contributions are confirmed from

regulators, OEMs including Audi, Lucid, Rivian, Stellantis, Volvo Cars; Tier 1s including Hella, Marelli, Mind, Mobis, Valeo, several universities and Tier 2 suppliers.

These lectures will highlight the current tensions between Safety & Design in Lighting and present the status of worldwide regulation.

Discussion panels and exhibition booths will host fruitful exchanges between all attendees.

- Network & Promote: This US DVN workshop allows your company to network with European, North American and Asian players and promote your lighting products or service offer.

- The theme "Safety & Design: Challenges & Opportunities" 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 A 1½ DAY WORKSHOP INCLUDING LUNCHESES & 1 DINNER: €1,500

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

EXHIBITORS: BOOK YOUR BOOTH NOW!

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

- The US DVN workshop in-person attendees will visit your booth during the 30mn conference breaks, the lunch, and the welcome cocktail.
- The US DVN workshop Report sent to the 180 DVN Gold companies members will display all Exhibitors' innovative products/ services.

EXHIBITION BOOTH PRICELIST

Standard Booth:	4m x 3m - 10,000 Euros
XXL Booth:	5m x 4m - 15,000 Euros

An exhibition area of about 1 000 sqm covered with booths of International 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

carine@drivingvisionnews.com
www.drivingvisionnews.com

HOTEL ROOM BOOKING

ROYAL PARK HOTEL, ROCHESTER, MI

600 E University Drive, Rochester, Michigan 48307, United States

Please find the negotiated rate below:
negotiated price: 209 US\$ per night plus 9,5% taxes

You need to book via telephone or e-mail:

Please contact Janet Engelhardt: JEngelhardt@royalparkhotel.net
Tel: (800) 339-2761
Please mention DVN event in June, 20-21, 2022

The rate will not be available on the hotel website

AGENDA - MONDAY JUNE 20, 2022

12 pm - 1 pm Registration and light lunch

1:00 pm **Opening**
Wolfgang Huhn – DVN US WS and Vision on lighting

1:10 pm **Keynote 1**
Keynote 1 UMTRI - Michael Flannagan
"Effect of darkness on crash risk"

1:30 pm Keynote 2 - Mount Sinai - John Bullough
"Potential Impacts of ADB Legalization on U.S. Pedestrian and Driver Safety"

1:50 pm **SESSION 1** BRINGING SAFETY AND DESIGN TOGETHER / Chairman: Wolfgang Huhn

Audi - Michael Hamm
"ADB: Science, Technology and Evaluation"

Stellantis - Whilk Goncalves
"Trends for the introduction of ADB technologies in the US"

Lucid Motors - Hans-Christoph Eckstein and Lingxuan Zhu
"MLA application in headlamp and advantages"

Rivian - Shammika Wickramasinghe
"Doing the basic right" - Homogeneous lights makes the night driving pleasurable

Volvo - Paul-Henri Matha
"Premium OEM and lighting, what are the stakes"

3:30 pm **Q/A session**

3:45 pm **Coffee Break**

4:15 pm **SESSION 2** TECHNOLOGIES FOR SAFETY AND DESIGN / Chairman: Luciano Lukacs

Forvia-Hella - Michael Kleinkes, Executive Vice President
"Perfect Match: Digital Light and C2X"

Valeo - Brant Potter, Valeo Optical Expert
"Safety and Design the «perfect match»"

Mind - Hossein Nafari, VP Lighting
"New technology trends to improve the road users safety and to highlight brand identity"

Hyundai Mobis - Hyunsoo
"Mobis development direction and products lineup"

Marelli - Laurent Meister, R&D Director North America
"Headlamp in all the front end"

6:00 pm **Q/A session**

6:15 pm Closing - Social Cocktail

7:00 pm Welcome Dinner



For detailed information, please contact:
carine@drivingvisionnews.com

AGENDA - TUESDAY JUNE 21ST, 2022

8:30 am **SESSION 3 REGULATIONS / Chairman: Bart Terburg**

Regulatory Developments in GTB and GRE

David Puglisi

SAE lighting Committee report

Romeo Samoy (tbc)

ADB – Reaction to NHTSA Final Rules

Mike Larsen, Mike Piscitelli (tbc)

Objective Testing for Adaptive systems including ADB - GTB VLLTP Taskforce

Thomas Reiners

Headlamp Rating System Including ADB

Rainer Neumann

Panel session – “Development of globally harmonised technical requirements for the new projection / signature lighting / perimeter and zone lighting innovations”

Speakers + vehicle manufacturers

10:30 am **Coffee Break**

11:00 am **SESSION 4a LIGHT SOURCE INNOVATIONS / Chairman: Gerd Bahnmüller**

Samsung - Will Chung, Principal Engineer

“Next Generation LED Technologies for Front and Rear Lighting to Improve Safety and Design”

Lumileds - Dr. Thorsten Anger

“Innovative light source technology, conquering new territories in digital car body lighting”

Seoul Semiconductor - Mahad Abbasi, Sr. Technical Sales Manager, Automotive NA

“WICOP UHL – Encouraging a New Generation of Slim HL to achieve Thermally Efficient Modular Solutions”

12:00 pm **SESSION 4b LIGHT SOURCE INNOVATIONS / Chairman: Gerd Bahnmüller**

Texas Instruments – Brandon Seiser, Product Marketing Engineer, DLP Automotive

“Design concepts to simplify vehicle integration for dynamic ground projection with DLP®”

Kyocera SLD Laser - Cole Cunnien, Senior VP Engineering

“LaserLight: Designing for safety and performance with high luminance white and NIR sources”

OLEDWork - CTO

Title tbd

12:45 pm **Q/A session**

1 pm **Lunch**

2:30 pm **SESSION 5a TECHNOLOGY ENABLERS / Chairman: Michael Hamm**

AML Systems - Hassan KOULOUH innovation Manager

“Smart Leveling and Safety Improvement”

Docter Optics - Markus Winkler, CTO

“Slim multi beam optics for innovative matrix lighting”

BlueBinaries - Siraj Varikkodan, Head - Lighting Systems

“High Performing Freeform collimator - Concept, Methodology, Results and Advantages”

SUSS - Christophe Bremer - CEO

“How MLA technology enables next-generation design and safety features”

Sunny Optics - Vector LANG

“Imaging Optics in Headlamps Application”

3:45 pm **SESSION 5b TECHNOLOGY ENABLERS / Chairman: Michael Hamm**

Elmos - Thomas Geistert, Product Architect Segment Lighting

“Safety and Security aspects for Exterior Lighting Semiconductor Components”

Covestro - Jim Lorenzo - Application Development, Engineering Plastics

“Enabling Headlamp Miniaturization & Modularity with Enhanced Heat Management”

Ansys

Speaker and Title tbd

4:30 pm **Q/A session**

4:45 pm **Conclusion Wolfgang Huhn**

5:00 pm **END of the workshop**