

29-30
AUGUST
2023
SAN FRANCISCO



DVN US WORKSHOP

Lighting the Future: Safety, Communication and Emotions for EVs, AVs & Trucks

Social Cocktail • Meet & Greet Dinner • Conference • Expo

- 28TH DVN WORKSHOP • SAN FRANCISCO -



INCLUDES:

**1 Interior
Lighting Session
+
1 Lidar Session**

Sponsored by:



For the first time, the 28th DVN US Workshop will take place on the West coast!

DVN 28th Workshop will take place in-person on the West coast at the San Francisco Airport Marriott Waterfront Hotel (35 miles from San Jose).

The Theme of one day and a half day conference and exhibition: **Lighting the Future: Safety, Communication, and Emotions for EVs, AVs & Trucks.**

It will highlight how new technologies will contribute to increase safety in our world. The event will bring together more than 250 worldwide participants, managers, and experts, involved in lighting.

- High-content lectures are confirmed including Lotus, Lucid Motors, Rivian and Zoox; Forvia, Magna, Valeo, Marelli AL, Mobis and Plastic Omnium Lighting; ams OSRAM, Everlight, Lumileds, Nichia, Seoul Semiconductor, Covestro, as well as innovative outfits you likely aren't familiar with (yet!).
- Tier 2 suppliers involved in optics, electronics, driver monitoring, materials, simulation, testing, measurements, and regulations;
- Universities and Institutes.

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, US West cost and Asian players and promote your lighting products or service offer.
- The theme "**Lighting the Future: Safety, Communication, and Emotions for EVs, AVs & Trucks**" 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 1,5-DAY WORKSHOP INCLUDING LUNCHES & 1 DINNER: €1,200

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

HOTEL ROOM BOOKING



SAN FRANCISCO AIRPORT MARRIOTT WATERFRONT HOTEL

1800 Old Bayshore Highway,
Burlingame, California, USA, 94010

Hotel Room Booking: +1 650-692-9100

Or you can book your hotel room online for DVN US Workshop

Or contact: Joy.K.Garcia@marriott.com

AGENDA - TUESDAY 29 AUGUST

11:30 am **Welcome - Registration**

1:30 pm **Opening by Daniel Stern**

2 Keynotes

- **Pacific Northwest National Laboratory**, Naomi Miller, Lia Irvin, designer/scientists
"What the Flicker's Going On Here, Anyway"
- **Mount Sinai John Bullough**, Program Director
"Headlight Performance/Safety Matters?"

2:30 pm **SESSION 1 - AUTOMAKER INNOVATIONS FOR NEW LIGHTING FUNCTIONS**

Chairman: Wolfgang Huhn

DVN, Paul-Henri Matha, General Editor Lighting & COO

"Electrical architecture, the new challenge of automotive lighting"

Lucid Motors, Hans-Christoph Eckstein, Director Electronics and Optical Engineering
"Full Digital Headlamp Constraints and Opportunities"

Rivian, Shammika Wickramasinghe, Senior director body lighting engineering
"Safety, Emotion and Communication through good lighting"

Zoox, Lingxuan Zhu, Manager Lighting & Exteriors
"The Crucial Role of Lighting Performance in Sensing, Perception, and Communication for Autonomous Vehicles"

Lotus, Rouven Haberkorn, Sr Lighting Engineer, Tech Innovation Centre Germany
"Unveiling our brightest chapter: The evolution of LOTUS lighting for safety, communication, and emotions in EVs"

Q/A session

4:30 pm **BREAK**

5:15 pm **SESSION 2 - INTERIOR**

Chairwoman: Olimpia Migliore

Valeo, Federico Pardo-Saguier, Innovation & Business Development Director
"Interior lighting experience for Automated people transportation"

FORVIA, Maggie Kasper, Advanced Sales Manager – Surface Activation, Carlos Altamirano Martinez, VP Product Segment Interior Lighting America, FORVIA HELLA
"Inspiring mobility and user experience through integrated interior lighting"

Yanfeng, Trevor Couture, Director, Business Development & Engineering – NA Lighting
"Yanfeng Experience In Motion: How interior lighting can enhance user experience"

Lumissil Microsystems, Aaron Reynoso, Director of LED driver technical marketing
"Driving Towards Innovation: Illuminating the Automotive Market with Dynamic LED Lighting"

Q/A session

6:15 pm **SESSION 3 - LIDAR**

Chairman: Éric Amiot

FKA, Amogh Sapkal, Senior engineer AD & machine perception
"An overview of lidar performances testing framework at FKA"

Covestro, Mark Torgerson, Technical Marketing – Americas
"Enabling high performance Lidar through Polycarbonate"

OpenLight Photonics, Steven Alleston, Business Development, Senior Director
"High Performance LIDAR enabled by Heterogeneously Integrated Silicon Photonics"

Q/A session

7:00 pm **COCKTAIL**

8:30 pm **Welcome Dinner**

AGENDA - WEDNESDAY 30 AUGUST

- 8:30 am **Keynote Wolfgang Huhn**
"The next Tasks of the Car Lighting"
- 8:50 am **SESSION 4 - TIER 1**
Chairman: Paul-Henri Matha
- Forvia Hella**, Michael Kleinkes, Member of board, Lighting
"Lighting architecture of the future – safe, customized and sustainable"
- Hyundai MOBIS**, Taewon Lee, Leader of Product Planning Team
"Automotive lighting trend and MOBIS movement for the future"
- Magna**, Edward Bailey, Manager - LED Technology
"High Brightness Advanced Lighting Mini-LED Displays"
- Marelli AL**, Gustavo Menezes, R&D Director Americas
"Lighting Communication and Assistance by Projectors and Displays"
- Plastic Omnium Lighting**, Courtney Hewitt, Head of Innovation Americas
"Projection Solutions: Intelligent Technology for a New Experience"
- Valeo**, Christopher Kirchenbauer, Optics Development Manager
"Safety and Communication Through High Definition Lighting"
- Q/A session**
- 10:30 am **BREAK**
- 11:15 am **Round Table "What is the evolution of ADB and electrical architecture?"**
Chairman: Paul-Henri Matha
- 11:45 am **SESSION 5A - LIGHT SOURCES INNOVATIONS**
Chairman: Michael Kleinkes
- Lumileds**, Lars Dabringhausen, Director Technical Marketing
"Benefits of direct imaging solutions for NAFTA ADB LED Matrix solutions"
- Seoul Semiconductor**, Mahad Abbasi, Senior Technical Sales Manager
"Advancements in Automotive Lighting and Safety with Next Generation WICOP Technologies"
- Everlight**, Max Ma, Chief manager, Automotive Product Marketing
"Visionary transformation of SMART LED"
- Q/A session**
- 12:30 PM **LUNCH**
- 2:00 pm **SESSION 5B - LIGHT SOURCES INNOVATIONS**
Chairman: Michael Kleinkes
- ams OSRAM**, Markus Hofmann, Senior Principal Engineer
"Illuminating the future: Enhancing safety and sustainability with LEDs for forward lighting"
- Nichia**, Ted Schriefer, Assistant General Manager
"Future Light Sources for Increased Safety, Communication, and Emotion"
- Kyocera SLD Laser**, Josip Kovacevic, Sales and support Office Europe
"LaserLight changes the paradigms for Safety, Communication and Styling"
- Appotronics**, Dr. YU Xin, Vice President of Appotronics
"The Intellectual Application of Lasers in the Field of Lighting"
- Q/A session**
- 3:30 pm **Round Table on Styling design**
Chairman: Wolfgang Huhn
- 4:00 pm **SESSION 6 - SKILLS TO HELP DEVELOPMENT OF NEW FUNCTIONS**
Chairman: Daniel Stern
- SUSS MicroOptics**, Dr. Reinhard Völkel, CEO
"Unleashing the Power of MicroOptics in Automotive Lighting"
- Synopsys**, Tobias Schmid, PhD - Technical Product Mgmt., Sr. Staff
"Synopsys Optical Solutions for the Comprehensive Design and Analysis of Pixel Light Headlamps"
- DBM Reflex**, Dr. Mirco Goetz, Vice-Président, Recherche Et Développement
"Texilit: an engineered refractive light diffuser designed for injection molding"
- W. L. Gore & Associates**, Ronald Szewczyk, Application Engineer
"BEV Headlamps: Unique Challenges and Proven Solutions"
- Covestro**, Speaker Jim Lorenzo, Application Development Engineer
"Efficient Complex LED Low Beam Modules Through In-Mold Optical Alignment and Heat Management"
- TechnoTeam & LMT**, Speakers Jason Adams, TechnoTeam Application Engineer, Stephen Dahle, LMT member of the Board
"Latest Advances in Measurement Technology for Automotive Lighting"
- INOVA Semiconductors**, Gerhard Nill, Senior Technical Sales Manager
"Architecture for Software Defined Light & Sensor Networks in Vehicles"
- Q/A session**
- 5:30 pm **Closure by Wolfgang Huhn**