

SAVE  
THE  
DATE!

11-12  
JUNE  
2024  
DETROIT

DVN  
Lighting

# DVN US WORKSHOP

## Lighting Technology and EE Architecture to support new Mobility

Laurel Manor, Livonia, Michigan

Social Cocktail & Dinner • Conference • Expo • Demo Drives •  
Panel Discussion • Networking

- 31<sup>ST</sup> DVN WORKSHOP -



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## The Lighting Community's First Top-Tier Event of 2024!

The 31<sup>st</sup> DVN Workshop will take place at the Laurel Manor in Livonia, Michigan. The theme of the day-and-half conference and expo is "Design & Safety: Lighting Technology and EE Architecture to Support New Mobility."

DVN Workshops consistently provide an effective forum to support GTB and SAE initiatives to develop global technical requirements and overcome regulatory barriers.

Panel discussions and exhibition booths will facilitate productive exchanges of information and ideas. For the first time at a DVN Workshop, you will have the opportunity to participate in "ADB night drives!" It's a first-rate opportunity to network with American, European, and Asian manufac-

turers, researchers, suppliers, and standards-developers to promote your products and services.

The event will bring together more than 300 participants from all over the world—managers and experts in lighting, driver and vehicle vision, and related fields—to convene on how new technologies will contribute to increase roadway safety. Top international experts will present lectures describing the latest research and innovations, to help you orient your strategic product and service roadmaps and decisions.

Panel discussion topics will include ADB, Regulations and Standards, Lighting in the Future, and Best Strategies for Cooperation.

### REGISTRATION ON DVN WEBSITE: [www.drivingvisionnews.com](http://www.drivingvisionnews.com)

#### ADMISSION FOR A 2-DAY WORKSHOP INCLUDING LUNCHES & 1 DINNER:

##### DVN members registration:

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

##### Additional entries for DVN members:

- Early bird price until March 31<sup>st</sup>: €950/ pers
- From April 1<sup>st</sup>, Entry fee: €1,500/ pers

##### Registration for non-DVN members:

- Early bird price: €1,500/ pers until March 31<sup>st</sup>, 2024
- From April 1<sup>st</sup>, Entry fee: €2,000/ pers

### EXHIBITORS: BOOK YOUR BOOTH NOW!

NEW

- **2 MINUTES EXHIBITOR PITCH on stage**
- **BOOTHS VISITS with a photographer**
- **PROMOTE & NETWORK during coffee Breaks, Lunches & Dinner**
- **TARGETED VISIBILITY:**
  - Your company logo on DVN event agenda and conference hall.
  - Your A4 Advertisement page in the workshop booklet



#### EXHIBITION BOOTH PRICELIST

<b>Standard Booth:</b>	4m x 3m - 10,000 Euros
<b>XXL Booth:</b>	6m x 3m - 15,000 Euros

**DVN members and Exhibitors must contact:**  
[carine@drivingvisionnews.com](mailto:carine@drivingvisionnews.com)  
 or [glebrun@drivingvisionnews.com](mailto:glebrun@drivingvisionnews.com)

AGENDA • TUESDAY, JUNE 11

- 9:30am **Keynote 1:** Michael Hamm, DVN Senior advisor  
*"History of Lighting"*
- Keynote 2:** Tanya Chantiri, Standard and Poors, Senior research and Forecast Analyst  
*"North America automotive lighting Market Insights"*
- 10:15am **Booths Pitches**
- 10:45AM SESSION 1 • DESIGN PART 1**
- Microrelleus** - Raoul Garcia, CEO  
*"Functionalizing plastic: achieve more by innovative tool microstructuring"*
- AML** - Hassan Koulouh, Head of engineering & innovation lighting segment  
*Title tbc*
- Auer Lighting** - Dr. Ulf Geyer, Optical Engineer  
*"Glass optics for projecting front light"*
- Delo** - Sven Hujo, Specialist Management Consumer assembly  
*"Adhesive solutions for slim headlamp modules and MLA applications"*
- Less** - Yann Tissot, CEO  
*"Nano-active laser fibers for high intensity, power efficient exterior lightings applications"*
- Q&A**
- 11:45am **Booths Pitches**
- 12:15 AM **LUNCH**
- 1:45PM SESSION 1 • DESIGN PART 2**
- Scout Motors** - Terrence Wilson, Director, Lighting and Ext. Systems  
*"Going Further With Design - How Scout Motors is Fusing Studio with Engineering to Accomplish a Great Desig"*
- Lumenflow** - Zachary Fredricks, Optical Engineer  
*"Millimeter-Scale Headlamp Apertures for Distinct Vehicle Branding with Light"*
- Lumileds** - Jim Tarne, VP and General Manager Integrated Solutions  
*"Customized modular light source solutions, driving speed and engineering efficiency"*
- Focuslight** - Olga Fryckova, Middle Office Manager  
*"Ultra slim modular headlamp enabled by microoptics"*
- Xingjuyu** - Wei Xu, Marketing Director  
*"Application of Interactive Dynamic Projection of Automotive Lamp Signal"*
- Forvia** - Maggie Kasper, Advanced Sales Manager, Surface Activation  
*"Integrated interior light for an intuitive UX design"*
- Doctor optics** - Jens Fischer, Senior Key Account Manager Automotive  
*"Efficiency improvement for Slim Lens Designs"*
- Q&A**
- 3:00pm **GM** - Helgert Elezi, Creative Design Lighting Lead  
*"From creative design to vehicle in mass production, how important is the design working process between designer, R&D, OEM and tier1"*
- JW Speaker** - Dragan Popovic, CTO
- "Nikola E-Track Intelligent Head lamp"*
- Ford** - VanBelle, Michael, Ford Exterior Lighting Manager  
*Title tbc*
- Q&A**
- 3:30pm **Round table regulation:** Lead by Bart Terburg, GTB Vice President
- 4:30 AM **COFFEE BREAK**
- 5:30PM SESSION 2 • ADB**
- ams OSRAM** - Joe Jablonski, Senior Applications Engineer  
*"Eviyos: A path to flexible resolution ADB"*
- Marelli** - Colby Childress, Optical Manager  
*"SAE ADB the new lighting function ADB, Advantages and Needs"*
- Ansys** - Lionel Bennes, Lead Product Manager  
*"Simulation-Based Verification and Validation for Intelligent Headlight Design: Synthetic Regulation in Compliance with FMVSS 108"*
- AG-Optics** - Jacob Ryu, Managing Director  
*"Factors to consider in designing a high definition projection lens system for uLED application"*
- Dajac** - Steve Trent, Head of sales  
*"ADB and the importance of EOL testers"*
- Optoflux** - Jürgen Kneissler, Business development director  
*"MLA for ADB Functions"*
- Nichia** - Todd Lynema, Vice President Nichia America corporation  
*Title tbc*
- Q&A**
- 6:30pm **LMT & TechnoTeam** - Christian Schwanengel & Stephen Dahle  
*"High-resolution and High-contrast Analysis of ADB Systems within the Context of the Final Rule"*
- Sapphire STS** - Michael Piscitelli, CEO  
*Title tbc*
- Nichia** - Todd Lynema, Vice President Nichia America corporation  
*Title tbc*
- Zoox** - Lingxuan Zhu, Manager, Trim & Lighting  
*"AI and Machine Learning Enhanced ADB System"*
- GM** - Mike Larsen, Technical Specialist  
*"ADB status"*
- ISOQA** - Taichung Arthur Chang  
*"Briefing of Indoor ADB Test Ground"*
- Forvia Hella** - Eoin Ryan, Head of Predevelopment  
*"HD ADB"*
- Shammika Wickramasinghe**  
*"ADB implementation in the USA, how to overcome challenges"*
- Q&A**
- 7:30pm **Round table ADB**
- 8:15PM **COCKTAIL DINNER**
- 10:00PM **NIGHT DRIVE & BARBECUE**

**AGENDA • WEDNESDAY, JUNE 12**

9:30am **Keynote 3:** LUXIT, Gene Spektor, Chief sales & Marketing Officer

*"North America Market insight"*

**Keynote 4:** RIDE, Craig Dent, CEO

*"Design insight"*

**10:15AM SESSION 3 • EE ARCHITECTURE**

**Lumissil** - Ven Shan, VP of Marketing, and William McClelland, North America FAE  
*"Pioneering Interior Auto Lighting Innovations"*

**Microchip** - Sven Semmler, Principal Embedded Solutions Engineer  
*"Scalable ethernet lighting architecture"*

**Elmos** - Joern Conze, VP Business Sense & Control  
*"Scalable and flexible lighting drivers in the new EE architecture"*

**Inova Semiconductors** - Thomas Rothhaupt, Director Sales & Marketing  
*"Advanced System Solution for Interior Lighting"*

**Seoul Semiconductor** - HongSeok Jo  
*Title tbc*

**Q&A**

11:15am **Continental** - Dr. Maximilian Austerer, Innovation & Technical Quotation

*"Light control solutions for software defined vehicles - next generation lighting electronics"*

**Infineon** - James Baker, Sr. Systems Applications Engineer  
*"Emerging Trends in Zonal Architecture"*

**Onsemi** - Paul Decloedt, Strategic Technical Marketing - Auto Lighting Products  
*"Transformation to SW defined lighting architecture"*

**GM** - Rikki Rothe, Exterior Lighting Electrical Systems  
*"Exterior lighting, electrical and SW integration"*

**Q&A**

**12:00AM LUNCH**

**1:30PM SESSION 4 • FRONT & REAR FASCIA INCLUDING LIT GRILLES AND GRILLEBOARDS**

**Inevo** - Roberto Fagarazzi, Managing Director Sales  
*"Future trends for plastic in automotive lighting and technological challenges behind them"*

**OLEDWorks** - Michael Boroson, CTO  
*"Unleashing Form & Motion: How OLED Lighting Design is Shaping the Future of Mobility"*

**TactoTek** - Thomas Lipscomb, Vice President, Americas, TactoTek  
*"Lighting is the new...???"*

**Sabic** - Volker Plehn, Global Automotive Director Smart Panels, Lighting & ETP Trim  
*"Material solutions and Innovations for Exterior Panels : Automotive Trends and Changes in Exterior for Autonomous Driving and Electric Vehicles, Material Needs and Solutions"*

**Appotronics** - Dr. Xin Yu, Vice President and head of innovation center  
*"Immersive cabin and exterior display"*

**Minth** - Robert W. Miller, Innovation Product Manager  
*"The Integrated multifunction EV grille"*

**ZKW** - Abishek Pandey, Group director - systems engineering Americas  
*"REHAU cooperation – seamless intelligent vehicle front"*

**Q&A**

3:00 pm **Techniplas** - Christoph Kindl, Product Manager Lighting Systems  
*"Techniplas Frontpanel Slimline"*

**Zanini** - Dr. August Mayer, Group R&D And Innovation Director  
*"Merging Decoration, Illumination and Radar transparency: a case study"*

**Nissha** - Volker Schuster  
*"Film based solution for functional, decorative exterior parts"*

**SL** - Felix Urbina, Managing Director  
*"MLA and lit grills on Kia and Genesis"*

**Forvia** - Antonio Pantoja, Vice President Technology Center & CarBody Product Line Americas  
*Title tbc*

**Audi AG** - Stephan Berlitz  
*Title tbc*

4:30 pm **Round table designer & CTO**

**5:15PM CLOSING**