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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 LUNCHESES & 1 DINNER:

##### DVN members:

- 1 free entry for DVN Gold Members
- 3 free entries for DVN Platinum Members
- Additional entries: €1,500/ pers

##### Non-DVN members:

- Entry fee: €2,000/ pers

### EXHIBITORS: BOOK YOUR BOOTH NOW!

NEW

- **2 MINUTES EXHIBITOR PITCH on stage**
- **BOOTH 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)

### HOTEL ROOM BOOKING

#### THE HOLIDAY INN EXPRESS & SUITES PLYMOUTH Ann Arbor Area

Single: 129\$/night excl. taxes



For 2 nights:  
Monday 10<sup>th</sup> & Tuesday 11<sup>th</sup>,  
including breakfast.  
Rate available until May 24.

You can book online [HERE](#)

#### HYATT PLACE DETROIT/LIVONIA

Negotiated rate: \$119/night excl. taxes



For 3 nights:  
Monday 10<sup>th</sup> ; Tuesday 11<sup>th</sup>  
& Wednesday 12<sup>th</sup>,  
including breakfast.

You can book online [HERE](#)

## AGENDA • TUESDAY, JUNE 11

|                 |   |  |
|-----------------|---|--|
| 7:30 am         | <b>Registration</b>   |  |
| 9:30 am         | <p><b>Keynote 1:</b> Tanya Chantiri, Standard and Poors, Senior research and Forecast Analyst<br/><i>"North America automotive lighting Market Insights"</i></p> <p><b>Keynote 2:</b> LUXIT, Gene Spektor, Chief sales &amp; Marketing Officer - <i>"North America Market insight"</i></p>  | <p><i>"Leveraging Polycarbonate, Thermal Conductivity and Laser Welding in Forward Lighting Design for Processing, Cost, Mass &amp; Sustainability Benefits"</i></p> <p><b>Adasky</b> - Bill Grabowski, Head of Adasky, North America<br/><i>"Vision Beyond Headlights: Exploring the Role of Thermal Cameras in Vehicle Safety"</i></p> <p><b>Emergency Safety Solutions</b> - Tim VanGoethem, Chief Product Officer<br/><i>"Lighting Alerts – upgrading 70 year old Hazard Lamps"</i></p>  |
| 10:00 am        | <b>Booths Pitches</b>   |  |
| <b>10:30 AM</b> | <b>SESSION 1 • DESIGN &amp; SAFETY PART 1</b>   |  |
|                 | <p><b>Microrelleus</b> - Raoul Garcia, CEO<br/><i>"Functionalizing plastic: achieve more by innovative tool microstructuring"</i></p> <p><b>AML</b> - Hassan Koulouh, Head of engineering &amp; innovation lighting segment<br/><i>"Lamps design &amp; Condensation management"</i></p> <p><b>Auer Lighting</b> - Dr. Ulf Geyer, Optical Engineer<br/><i>"Glass optics for projecting front light"</i></p> <p><b>Delo</b> - Sven Hujo. Specialist Management Consumer assembly<br/><i>"Adhesive solutions for slim headlamp modules and MLA applications"</i></p> <p><b>LESS S.A.</b> - Yann Tissot, CEO<br/><i>"Nano-active laser fibers for high intensity, power efficient exterior lightings applications"</i></p> <p><b>Sunny Automotive Optech</b><br/>Wei WENG, GM of Sunny Automotive Optech North America<br/><i>"Imaging optics facilitate the mass production of highpixel vehicle lighting"</i></p>   | <p><b>Q&amp;A</b></p> <p>3:45 pm <b>Mercedes-Benz</b> - Nik Sciortino, engineer at Mercedes-Benz Research and Development North America<br/><b>SAE</b> Status about lighting working Group<br/><b>GTB</b> status about GTB and GRE</p>   |
| 11:30am         | <b>Booths Pitches</b>   |  |
| <b>12:00 AM</b> | <b>LUNCH &amp; DEMOCARS</b>   |  |
| <b>1:45 PM</b>  | <b>SESSION 1 • DESIGN &amp; SAFETY PART 2</b>   |  |
|                 | <p><b>Scout Motors</b> - Terrence Wilson, Director, Lighting and Ext. Systems<br/><i>"Going Further With Design - How Scout Motors is Fusing Studio with Engineering to Accomplish a Great Desig"</i></p> <p><b>Ventura</b> - Zachary Fredricks, Optical Engineer<br/><i>"Millimeter-Scale Headlamp Apertures for Distinct Vehicle Branding with Light"</i></p> <p><b>Lumileds</b> - James Tarne, VP and General Manager Integrated Solutions<br/><i>"Customized modular light source solutions, driving speed and engineering efficiency"</i></p> <p><b>Focuslight</b> - Olga Fryckova, Product Line Manager<br/><i>"Ultra slim modular headlamp enabled by microoptics"</i></p> <p><b>Xingjuyu</b> - Wei Xu, Marketing Director<br/><i>"Application of Interactive Dynamic Projection of Automotive Lamp Signal"</i></p> <p><b>Forvia</b> - Maggie Kasper, Advanced Sales Manager, Surface Activation<br/><i>"Integrated interior light for an intuitive UX design"</i></p> | <p><b>Q&amp;A</b></p> <p>4:30 AM <b>LIGHT DINNER</b></p> <p><b>5:15 PM SESSION 2 • ADB</b></p> <p><b>ams OSRAM</b> - Joe Jablonski, Senior Applications Engineer<br/><i>"Eviyos: A path to flexible resolution ADB"</i></p> <p><b>Marelli</b> - Colby Childress, Optical Manager<br/><i>"SAE ADB the new lighting function ADB, Advantages and Needs"</i></p> <p><b>Ansys</b> - Ryan Gilleran, Senior Application Engineer<br/><i>"Simulation-Based Verification and Validation for Intelligent Headlight Design: Synthetic Regulation in Compliance with FMVSS 108"</i></p> <p><b>AG-Optics</b> - Jacob Ryu, Managing Director<br/><i>"Factors to consider in designing a high definition projection lens system for uLED application"</i></p> <p><b>Dajac</b> - Steve Trent, Head of sales<br/><i>"ADB and the importance of EOL testers"</i></p> <p><b>Optoflux</b> - Jürgen Kneissler. Business development director<br/><i>"MLA for ADB Functions"</i></p> <p><b>Nichia</b> - Ted Schriefer, Assistant General Manager<br/><i>"Study of Light Sources to Achieve SAE ADB Regulations"</i></p> <p><b>Magna</b> - Adam Bushre, Senior Engineer, Optical<br/><i>"Solving the ADB Challenge: Magna's Design Theory to Meet ADB in the U.S."</i></p> |
| 2:45pm          | <p><b>Q&amp;A</b></p> <p><b>Doctor Optics</b> - Jens Fischer, Senior Key Account Manager Automotive<br/><i>"Efficiency improvement for Slim Lens Designs"</i></p> <p><b>JW Speaker</b> - Dragan Popovic, CTO<br/><i>"Nikola E-Track Intelligent Head lamp"</i></p> <p><b>ASYST Tech</b> - Scott Fladhammer, Director of R&amp;D<br/><i>"Thermoplastic Heat Sinks. Benefits for use in LED lighting applications"</i></p> <p><b>Covestro</b> - Joshua Wagner, Application Development Engineer</p>   | <p>6:30 pm</p> <p><b>LMT &amp; TechnoTeam</b> - Jason Adams, Manager, TechnoTeam Applications Engineering, and Stephen Dahle, LMT Board member and Sales Director<br/><i>"High-resolution and High-contrast Analysis of ADB Systems within the Context of the Final Rule"</i></p> <p><b>Sapphire STS</b> - Michael Piscitelli, CEO<br/>Title tbc</p> <p><b>GM</b> - Mike Larsen, Technical Specialist<br/><i>"SAE ADB test parameter task force status"</i></p> <p><b>ISOQA</b> - Taichung Arthur Chang<br/><i>"Briefing of Indoor ADB Test Ground"</i></p> <p><b>Forvia Hella</b> - Eoin Ryan, Head of Predevelopment<br/><i>"HD ADB"</i></p> <p><b>Shammika Wickramasinghe</b><br/><i>"ADB implementation in the USA, how to overcome challenges"</i></p> <p><b>Q&amp;A</b></p> <p><b>Round table ADB</b></p>  |
|                 |   | <p>7:45 pm</p> <p><b>8:15 PM COCKTAIL DINNER &amp; DEMOCARS</b></p> <p><b>10:00 PM NIGHT DRIVE &amp; BARBECUE</b></p>  |

AGENDA • WEDNESDAY, JUNE 12

9:30 am **Keynote 3:** Michael Hamm, DVN Senior advisor  
*"History of Lighting"*

**Keynote 4:** SAE ITC VRU Safety Consortium - Lisa Spellman, Director  
*"Illuminating the Path: Lighting and Visual Cues for Vulnerable Road User Safety"*

*"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"*

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

**Ford** - VanBelle, Michael, Ford Exterior Lighting Manager  
*"Iconic Brand Lighting and the Electrical Architecture Needed to Deliver It"*

**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"*

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

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

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

**FORVIA HELLA** - Ryan Eoin, Head of Predevelopment  
*"The Evolution of the front of the car"*

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

**Q&A**

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

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

**Seoul Semiconductor** - HongSeok Jo  
*"Illuminating the Future of Energy-Efficient Lighting: Acrich and WICOP"*

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

**Q&A**

11:15 am **Continental** - David Piche, Technical Quote LeaderSmart Mobility (SMY)  
*"Light control solutions for software defined vehicles - next generation lighting electronics"*

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

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

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

**Onsemi** - Nathan Monfette, Field Applications System Engineer  
*"Transformation to SW defined lighting architecture"*

**HSL Italia** - Jan Denecke, Business & Global Sales Development  
*"Empowering Brand Identity - Fully integrated illuminated Front Panel by In-Mold Electronics"*

**Audi AG** - Stephan Berlitz, Head of Lighting Development  
*"Audi. Digital. Light. Safety. Communication. Personalization"*

**Brightek** - Mr. CH Tzeng, General manager  
*"Machine-Learning Optimized Tuning Solution for IC-LED based Ambient Lighting Applications"*

**Magna** - Edward Bailey, Manager, LED Technology  
*"Illuminating the Future: Design Triumphs and Challenges with Micro-LEDs"*

**Valeo** - Kumail SYED, Platform R&D Manager  
*"Lighting Software Repartition in a Software Define Vehicule Architecture"*

**Stellantis** - Ben DiCicco, Head of Lighting, Stellantis America  
*Title tbc*

**Q&A**

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

12:00 AM LUNCH

5:15 PM CLOSING

**1:30 PM 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