



DVN
Interior

8-9
APRIL
2025

DVN INTERIOR 2025 KÖLN WORKSHOP

Progress in Interior UX & Sustainability

PULLMAN HOTEL - KÖLN, GERMANY

5th edition



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ANTOLIN

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OSRAM

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KIMOTO

ITALDESIGN

Brightek

DOW

Macroblock



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*Driving Vision News has the pleasure to present this first year DVN Interior Workshop, with the associated theme that is "Progress in Interior UX & Sustainability".
Would you join us on 08-09, April 2025, in Köln, Germany?*

Driving Vision News has the pleasure to present this first year **DVN Interior Workshop**, with the associated theme that is **Progress in Interior UX & Sustainability**.

This workshop will take place **in Köln, in Germany, at the Pullman Hotel** - an automotive city at the center of Europe, which benefits from Ford's new carbon neutral Cologne EV Center that workshop DVN member participants will have the privilege of visiting.

This must-attend event will gather **over 200 participants, including OEMs, Tier #1s, technology suppliers, and industry leaders**. With a focus on enhancing user experience (UX) and advancing sustainable technology solutions, the workshop will feature a rich and engaging program:

5 exclusive keynotes:

- BMW Panoramic iDrive
- Lucid Gravity
- Car Interior Trends in China
- Automotive Seating Market Outlook – Evolution or Revolution?
- Process and Product innovation: Italdesign on the Cutting Edge



Thematic Sessions:

- Cockpit/HMI/Smart Surfaces
- Interior lighting & Decoration
- Seating
- Driver Monitoring
- Design
- Materials & Sustainability



•Design Round Table:

- Trends in interior design and CMF

In addition to gaining insights from **30 expert lectures**, with OEM, Tier #1, Technology suppliers, Market Researcher and engaging in discussions on cutting-edge trends, the workshop offers unparalleled **networking opportunities and a chance to explore the latest innovations** in a vibrant, collaborative setting.

REGISTRATION ON DVN WEBSITE: www.drivingvisionnews.com

DVN members registration:

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

- Early bird price until February 28th: €1000/pers
- From March 1st, Entry fee: €1.500/pers

Registration for non-DVN members:

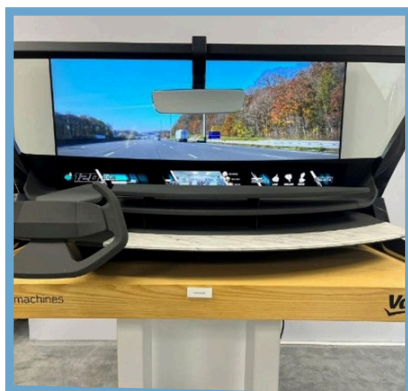
- Early bird price: €1.500/pers until February 28th
- From March 1st, Entry fee: €2,000/ pers

*For more information, please contact: **Emilie Ogor Bonnet** - DVN Marketing & Communication Director
ebonnet@drivingvisionnews.com*

REGISTER
NOW

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EXHIBITION RATES

BOOTHS	SHELL - 4m2	BUSINESS - 10m2	PREMIUM - 15m2
RATES (exc. 20% VAT) in Euros	€4.900	€7.900	€10.500
Includes free invitations	x2	x3	x4
First speaker in selected session	NO	NO	YES
Company logo on website, program, booklet...	YES	YES	YES
Full A4 company advertising page in booklet	YES	YES	YES

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TUESDAY APRIL 8TH, 2025

- 08:30 AM** **Ford Köln Electric Center Visit**
- DVN Interior members only - Limited places: pre-registration necessary
 - Duration of the visit: 3h30'
- 12:30 PM** **Registration and light lunch**
- 01:00 PM** **Keynote speeches**
- **Lucid Motors** - Felix Arias, Sr. Engineer Interior Systems
Lucid Gravity Center Console, from Concept to SOP
 - **S&P Global Mobility** - Sascha Klapper, Research and Analysis Manager
Title TBC

Session 1: Seating

Chairwoman: Prof. Dr. Dipl.-Ing. Andrea Upmann, Professorin für Fahrzeuginterieur, University of Applied Sciences - Aachen

- 02:00 PM**
- **A2Mac1/LMI** - Arnaud Goy, Advanced Seating Product Manager
Seat Benchmarking Highlights Europe v/s Asia
 - **OEM TBD** - Seat of the Future
 - **Tier #1 Engineering TBD Forvia/Adient/Magna**
Seat Structure Standardization and Comfort/Convenience Variance
 - **Fraunhofer IOSB** - Speaker TBC
KARLI Motion Sickness
 - **Grewus** - Speaker TBC
Haptic trends: Seat haptics as a part of the multimodal HMI
 - **Headis** - René Wegner, CEO
Seating Comfort through Sport Technology

Q&A

- 04:00 PM** **Coffee break**

Session 2: Materials & Sustainability

Chairwoman: Olimpia Migliore, DVN Interior Consultant

- 04:40 PM**
- **Dow MobilityScience** - Dr Esther Quintanilla Lujan, Global Mobility Marketing Director & Dr. François De Buyl, R&D/TS&D Fellow
Progress and Circularity in Seating PU Solutions
 - **Borealis** - Georg Grestenberger, Application Marketing Manager Automotive Interior
The Aesthetics of Recycled Polypropylene – New Opportunities and Challenges
 - **Marelli** - Kalpak Patakar, Director of Product Development, Interior
Sustainable innovations for car interiors
- 06:20 PM** **Conclusion of the day**
- 06:30 PM** **Cocktail**
- 07:30 PM** **Gala dinner with Innovation Awards**



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WEDNESDAY APRIL 9, 2025 - MORNING

07:30 AM **Welcome breakfast**

08:00 AM **Keynote speeches**

- **BMW TBC**
Panoramic iDrive, CES 2025 Perspective
- **Yanfeng** - Patrick Nebout, CTO
Automotive Interior China Perspective

Session 3: Cockpit/HMI

Chairman TBD

09:00 AM

- **Diconium (VW Group)** - Guang Yang, Product Designer, UX/UI
User Centric, What Does It Mean?
- **Renault** - TBC
HMI
- **Ceres Holographics** - Andy Travers, CEO & partners Eastman, Covestro
Advance Holographic Transparent Display HUD technology
- **Elektrobit** - Frank Uhlig, Head of UX/UI
Intelligent Cockpit and UX Case Study
- **PolyIC GmbH & Co. KG (KURZ)** - Dr. Wolfgang Clemens, Director Product Management
Plastic based touchscreen panels and display like switches in automotive HMI applications
- **Antolin** - Demetrio Galindez, Global Product Development Manager, HMI
New challenges in the integration of HMI systems in Car Interior Trim
- **Innowep** - Prof. Dr. Wolfgang Weinhold, CEO
To Touch or not to Touch – Quality Control Priority Based on HMI Design

Q&A

11:00 AM **Coffee break**

11:40 AM **Keynote speech**

- **Italdesign** - Speaker TBC
Process and Product innovation: Italdesign on the Cutting Edge

Session 4: Interior Lighting & Decoration

Chairman: Carsten Befelein, DVN Interior Consultant

12:10 PM

- **ams OSRAM** - Michael Brandl, Director System Solution Engineering - Automotive Systems
Tomorrow's Interior is Today" focusing on light and associated sensing
- **Inova** - Thomas Nickl, Director Business Development & Sales
Iseled Alliance Further Developments
- **NBHX Trim Group** - Thorsten Süß, Global Director Design
What's Next? Design Trends in Car Interiors Decoration
- **The Lighting Consultants** - Speaker TBC
Interior Lighting Contribution to Interior Design
- **Muth Lighting** - Robert Miller, Executive Director and Board of Directors Member
Interior lighting through Material and Energy Performance
- **Tactotek** - Dominique Heilborn, Director Automotive
Smart Surfaces and IMSE Opens Design Freedom
- **Delo** - Christoph Appel, Product Manager
How UV-Curing Adhesives Enhance Sustainability and Energy Efficiency for Interior Lighting Applications

Q&A



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WEDNESDAY APRIL 9, 2025 - AFTERNOON

01:30 PM Lunch

Session 5: Driver Monitoring

Chairman: Philippe Aumont, DVN Interior General Editor

- 02:20 PM
- **Valeo** - Remi Mathieu, Product Marketing Manager
Panovision V2 with Integrated DMS Solution
 - **3Demotion** - Florian Seitner, CEO
Camera-Behind-Display DMS
 - **Corractions** - Speaker TBC
Drunk-Drive Detection in Steering Wheel
 - DMS technology - TBD

Q&A

03:40 PM Coffee break

Session 6: DESIGN - Interactive Round table

Chairman TBD

- 04:20 PM
- Participants:**
- Zeekr - nòvd AB** - Robert Streidieck, Interior Design & Lighting Expert
- Lynk&Co** - Samuel Wijk, UX & HMI Design Leader
- Forvia** TBD
- Diconium** - Guang Yang, Product Designer UX/UI
- NBHX Trim Group** - Thorsten Süss, Global Director Design
- Elektrobit** - Frank Uhlig, Head of UX/UI

Q&A

05:45 PM Conclusion of the day

06:00 PM Closing

Disclaimer: The agenda of the workshop is subject to change. DVN reserves the right to modify the schedule, speakers, topics, and any other aspects of the event as necessary. DVN is not liable for any inconvenience or expenses incurred due to such changes. Attendees are encouraged to check for updates regularly.