

29 / 30
OCTOBER 2025
SHANGHAI

GOLDEN FURNACE · CHINA BAOWU
STEEL GROUP CONFERENCE CENTER



DVN SHANGHAI WORKSHOP

SOCIAL COCKTAIL • MEET & GREET DINNER • CONFERENCE • EXPO

CHINA DISRUPTIVE MARKET – TECHNOLOGY, COST, SPEED

HOW DOES IT AFFECT THE WHOLE AUTOMOTIVE LIGHTING COMMUNITY ?



The 37th DVN Lighting workshop will take place in Shanghai on October 29-30, 2025.

DVN are back in China for the 8th time. This past April, we witnessed the impressive development speed in China, the large number of new vehicle reveals, and the super-crowded event. Now, six months on, we sit down and take time, all together, to analyze the lighting content presented at the Shanghai auto show, and to see what's coming next.

So the primary main anchors for the event are speed, cost, and technology, and the theme is **Vehicle Lighting Tech, Cost, & Speed in China's Disruptive Market.**

At the Shanghai auto show, three lighting trends held my attention:

Personalization and gamification in the UX and hardware and software content of interior and exterior lighting;

- The need for V2X communications – ISDs, turquoise AD lamps, etc – especially for vehicles with L2+ or L3 ADAS and AD content;
- 3The interior-lighting shift from static solutions focused on wellbeing to sequential solutions to communicate with the driver.
- Based on these observations, we are organizing an event at a conference centre where we will have exhibition space, including a dark room for interior and exterior lighting demonstrations. The vehicle exhibition will be extended, too, with more vehicles to see and analyze.

Sessions will include safety, lighting performance, light source development (including LED, mini- and microLED, OLED, and laser), EE architecture, regulation, car body lighting (charging lamps, lit bumpers · grilles · logos, ISDs, road projections), lighting for design, and – for the first time – an interior lighting session.

Young designers from the China Academy of Art will present their vehicle lighting design projects and describe how they have integrated lighting into the cars. They will also take part in the panel discussion about vehicle design and lighting needs.

This Shanghai DVN Workshop will bring together more than 500 participants from all over the world. Experts, researchers, managers, designers, engineers...and you!



Paul-Henri Matha

DVN Chief Executive Officer and Lighting General Editor

PROGRAM

OCTOBER 29, 2025



08:00 am	REGISTRATION & BREAKFAST
09:30 am	OPENING & WELCOME BY DVN – Paul Henri Matha, CEO with: <ul style="list-style-type: none">• China Association of Automobile Manufacturers – Ye Shengji, Chief Engineer• BYD 13th Business Unit/Fudi Lighting – Sun Shixiang, Vice General Manager
09:45 am	KEYNOTE SPEECHES Automobility Limited – Bill Russo, Founder & CEO: <ul style="list-style-type: none">• <i>How China's Digital Ecosystems are Re-Shaping Intelligent Connectivity</i> Trendforce – Joanne Wu, Assistant Vice President: <ul style="list-style-type: none">• <i>2025 Micro/Mini LED Automotive Lighting and Display Trend (Incl. P-HUD and Micro LED display)</i> China Academy of Art – James Hope: <ul style="list-style-type: none">• <i>Design Trends</i>
10:30 am	EXHIBITORS PITCHES
10:30 am	SESSION 1, PART 1 – INTERIOR LIGHTING Chairman: Joachim Reil, ams OSRAM DVN – Paul-Henri Matha, CEO: <ul style="list-style-type: none">• <i>Trends and challenges</i> Yanfeng – Christophe Pincemin, DGM Smart Interiors / Smart Interiors BU, Executive Director Smart Surfaces & Lighting / YFITC: <ul style="list-style-type: none">• <i>Interior Lighting Next Trends and Innovations</i> FORVIA HELLA – Wang Mengmeng, Interior Lighting Design Senior Supervisor: <ul style="list-style-type: none">• <i>FORVIA HELLA Interior Lighting Innovative Solutions</i> Antolin – Sunny Mu, Interior Lighting & Electronics Engineering Manager: <ul style="list-style-type: none">• <i>Antolin Intelligent Interior Lighting</i> Rebo – Pietro Postal, Director of Electronics: <ul style="list-style-type: none">• <i>Scalability of Interior Lighting Electronics</i> Q&A
12:00 pm	LUNCH BREAK

01:30 pm

SESSION 1, PART 2 – INTERIOR LIGHTING EE ARCHITECTURE

Chairman: Hans-Joachim Schwabe, DVN

Brightek – C.H. Tzeng, General Manager:

- *LIN-Lite Smart LED – Next-gen Innovation for High-Efficiency Ambient Lighting*

Inova – Bernhard Andretzky, Senior Technical Sales Manager:

- *ISELED the automotive ambient lighting standard*

Lumissil – Eben Qiu, Application Senior Manager:

- *Lumissil Dynamic ambient lighting driver chip*

Indiemicro – Jim Zhuang, Senior Marketing Director

Macroblock – Steve Ho, Special Assistant to the General Manager:

- *Smart Cockpit Ambient Lighting: From Single-color to Dynamic Multi-zone Dimming*

Novosense – Andreas Zhang Marketing Director:

- *Novosense empowers automotive lighting*

ams OSRAM – Lufei Shen, Product Manager:

- *Emerging Trends in Automotive Electronics and Lighting Solutions*

02:40 pm

SESSION 2 – AUTOMOTIVE LIGHTING EE SESSION & SDV

Chairman: Wolfgang Huhn, DVN

Seso – Brian Tai, CMO:

- *Innovative ideas for vehicle lighting connectivity solutions*

Novosense – Jack Deng, Product Application Manager:

- *Empowering the Future of Intelligent Automotive Lighting with NOVONSENSE Innovative Solutions*

Continental – Xu Bingyang, Head of S6 RD China, Architecture and Networking (AN)

Infineon – Xing Su, Principle Field Application Engineer

- *Lighting the Future: GaN Technology for Automotive Front Lighting, and the Emerging Role of Ambient Interior Lighting*

Onsemi

- *Preparing Automotive Headlamps for the Era of Software-Defined Vehicles*

MIND – Yu Shijie, Director of Electronics:

- *Lighting Electronics Architecture Trends In The Era of SDV*

03:40 pm

COFFEE BREAK

04:30 pm

VIP CORNER

Chairman: Wolfgang Huhn, DVN

Opening speeches :

- **Hasco Vision** – Ao Jinlong, Vice General Manager & CTO

- **Lighting and Lamps Subcommittee of the National Automotive Standardization Technical Committee** – Bu Weili, Secretary General

PROGRAM

OCTOBER 29, 2025



04:45 pm

LIGHTING KEYNOTES

Chairman: Wolfgang Huhn, DVN

Liaowang – Gu Dan, President:

- *User-Centric Thinking and Product Innovation*

Ennostar – Mr. CN Huang, VP of Advanced Research Center:

- *The Path to Compact and Integrated Automotive Lighting*

S&P Mobility – Laura Dong, Sr. Research Analyst:

- *Data Insight: China Automotive Lighting Market Forecast*

05:30 pm

LEADERS ROUND TABLE WITH DESIGNERS

Chairman: Wolfgang Huhn, DVN & Paul Henri Matha, DVN CEO

06:00 pm

COCKTAIL

07:00 pm

DINNER

PROGRAM

OCTOBER 30, 2025



08:00 am **REGISTRATION & BREAKFAST**

09:00 am **WELCOME BY DVN** – Paul Henri Matha, CEO

09:15 am **SESSION 3, PART 1 – LIGHTING EXTERIOR DESIGN**

Chairman: Qiong Chen, Audi

Chery QQ – Liu Yujie, Styling Engineering Manager:

- *QQ5 concept car lamp technology sharing – design and engineering integration from concept to mass production*

Geely – Carl:

- *Geely's Innovation in Automotive Lighting*

Hasco Vision – Yang Fan, Creative Styling Designer:

- *Freely Combined Micro-Lens Headlights – Innovative Integration of styling and Full-Scenario application*

Optiseen

- *1.5x Optical Integrated Light Source: Innovative & Cost-Effective Approach for Automotive Lighting*

BrightView Technologies – Michael Murphy, CCO:

- *Advanced Automotive Lighting through Computational Optics*

Sabic – Melody Jin, Lead Scientist:

- *Mobility & Energy Simulation Capabilities Excellence Empower Lighting Innovation*

Q&A

10:30 am **COFFEE BREAK**

11:00 am **SESSION 3, PART 2 – LIGHTING EXTERIOR DESIGN**

Chairman: Peter Cao, Marelli

Huaju – Jia Zhenqing, Vice President & Project Director:

- *The Application and Case of Artificial Crystal Materials in Automobiles*

Nissha – Zou Mengjia:

- *"Lumistyle" by Nissha, Innovative lighting pattern design*

IM Motor – Ma Mudi, Senior Expert of automotive interior and exterior lighting market:

- *IM Motor Smart Lighting Approach of Product Matrix*

Roehm – Zhong SHEN, Head of Technology:

- *Lighting the Future: How PLEXIGLAS® PMMA Transforms Automotive Design with Style and Performance*

MIND – Dai Jie, Styling Director:

- *Research On The Styling Trends In The Era of Intelligent Driving – From Regulation to Design*

Dongfeng – Henning Knoepfle, Design Director:

- *"Revisit, Revise, Revitalize", using light signature to signal brand transformation*

PROGRAM

OCTOBER 30, 2025



11:50 am

ROUND TABLE

With **Hasco Vision** – Yang Fan, Creative Styling Designer, **Mind** – Dai Jie, Styling Director, **Dongfeng** – Henning Knoepfle, Design Director, **China Academy of Art** – James Hope; **BAIC Group** – Daekeun Kim, Chief of Lighting Communication Design; **Dreame** – Julien Campoy-Amador, Exterior Designer, **Xingyu** – Jiang Qinglian

12:15 pm

LUNCH BREAK

01:30 pm

SESSION 4 – LIGHTING AND SAFETY PERFORMANCE

Chairman: Wolfgang Huhn, DVN

Xingyu – Tongyang Zhao, Department Leader, Product Design Department:

- *Regulation-Driven, Digital Lighting: From Passive Compliance to Active Guardianship*

Sunex – Ingo Foldvari, Director of Business Development:

- *Insights and Future Perspectives for Hybrid Lens Designs in High-Resolution μ LED Headlamps*

ZKW

- *Vertical Designs for Main Beam Solutions: Challenges of Legal Requirements and Consumer Ratings*

Zhijiang – Li Yunlong, Senior Research Fellow:

- *Adhesive system solutions for headlight bonding*

Ford – Henry Shi, Automotive Lighting Senior Engineer:

- *ADB Systems: Deglare and Lighting Strategies Discussion*

China Automobile Intelligent Technology (Tianjin) – Zhao Zhun:

- *Introduction to the Draft of C-NCAP 2027 Lighting Safety Test Regulations*

Lumileds – Keanu Ma, Director of Asia-Pacific Technology Center:

- *LUXEON MxN Gen2 – SmartFlex Design supporting flexible and customizable ADB solution*

LMT & TechnoTeam – Claire Yang, Regional Manager Asia-Pacific LMT & Bob Liu, Managing Director Light-All:

- *Current Challenges in Automotive Lighting Testing: Goniophotometry of XXL Lighting and Signalling Components; High Speed LID Generation of Front Lighting for EOL and R&D*

Valeo – Zhao Fang, Mechanical Expert:

- *Just in Light: An Energy-Efficient Approach to Automotive Lighting*

Q&A

03:00 pm

COFFEE BREAK

PROGRAM

OCTOBER 30, 2025



03:30 pm

SESSION 5 – LIGHTING AND EXTERIOR HMI

Chairman: Paul Henri Matha, DVN

FORVIA HELLA – SU Haowen, Innovation Manager:

- *The Automotive Lighting Revolution in the Age of Intelligence: The Evolutionary Path of Exterior Lighting from Functional Illumination to Scenario Symbiosis*

APT – Esther Law Auto LED Business Unit, R&D Senior Engineer:

- *Automotive LED and Module on Exterior Interactive Signal Display*

FAW-VW – Guo Yong, Senior Manager:

- *A Brief Discussion on Intelligent Interactive Social Display*

Lynk&Co – Alsed Briscoe, Exterior Chief Designer:

- *900 Lighting Expression and ISD Usage in a Design and UX Perspective*

ANRUI – Zhang Yunfei, R&D Deputy Director:

- *RGB DLP redefines the interaction between human, vehicle, and road*

Appotronics – Dr Han Meng, Senior marketing director

- *All-in-One Laser Digital Color Projection Headlamp*

Q&A

05:00 pm

SESSION 6 – LIGHTING REGULATORY

Chairman: Wolfgang Huhn, GTB

CATARC

Xingyu – Zhu Caiping

GTB – Davide Puglisi

SMVIC – Bu Weili & Wang Wei

05:30 pm

CLOSING

