

08 / 09

SEPTEMBER 2026

SHANGHAI SHANGHAI BINJIANG  
7353 CONFERENCE CENTER



# DVN SHANGHAI WORKSHOP

SOCIAL COCKTAIL & DINNER • CONFERENCE • PANEL DISCUSSION • AWARD CEREMONY • EXPO

41<sup>ST</sup> DVN  
WORKSHOP

VEHICLE LIGHTING EXPERIENCE:  
TECHNOLOGY, INNOVATION,  
SAFETY AND DESIGN



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# DVN SHANGHAI WORKSHOP

## VEHICLE LIGHTING EXPERIENCE



**The 41<sup>st</sup> DVN Lighting workshop will take place in Shanghai on September 08-09, 2026.**

DVN are back in China for the 9<sup>th</sup> time.

Last year we put a strong focus on design that is impacting our whole value chain.

Lighting is not any longer a unique component, but has become an experience.

Theme is **“Vehicle Lighting Experience – Technology, Innovation, Safety and Design”**

We will this year propose a deep dive into technology:

- Projection system including DLP, LCOS, MicroLED, MLA technology
- Front panel that include new technologies (chrome, films, PUR coating, miniLEDs and microLEDs displays)
- Start-up session to meet new comers and possible disruptors for our industry

We are inviting technical and design universities to brainstorm about what will be our future.

### **Sessions will include:**

- Lighting for Safety: CNCAP rating, ADB
- Deep Dive into projection system, including DLP, MicroLED, MLA, MEMS, Gobo.
- ADAS & Lighting : how can lighting support ADAS, how can ADAS support lighting, status about ADAS sensor integration into lamps, Turquoise light status
- Lighting design, including deep dive into front panels and lit grill
- Lighting Process deep dive: what's next for the 4.0 light manufacturing
- Lighting simulation tools, including AI, what's new?
- EE new architecture to support new lighting functions
- ISD, what's next?
- Interior lighting, CMF & UX

### **2 Panel discussions:**

- Regulation with CATARC, SMVIC, GTB officers
- Design round table : Exterior designer – Lighting designer – Interior Designer - UX designer

Award Ceremony : Best lamp design, best rear lamp design, best auxiliary lamp design, best technology. Feel free to send us your proposal to be part of the nominees.

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

A handwritten signature in blue ink, appearing to read "pammum", located to the left of the name Paul-Henri Matha.

**Paul-Henri Matha**

*DVN Chief Executive Officer and Lighting General Editor*

# PROGRAM DAY 1

## SEPTEMBER 8, 2026



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7:30 am **WELCOME COFFEE**

8:30 am **KEYNOTES ABOUT AUTOMOTIVE MARKET, CHINA AND LIGHTING** – Chairman: Paul Henri Matha

**GASGOO** – Richard Wang, Gasgoo Partner & VP of Gasgoo Research Institute:

- *China's Smart EV Industry From Speed to System Competitiveness*

**londao** – Olivier Brosse, CEO & former Renault R&D VP

**Trendforce** – Joanne Wu, Assistant Vice President

- *Vehicle Lighting Experience – Technology, Innovation, Safety & Design*

**Zeekr** – Wang Ying, Chief Design Strategist

- *Why Can't a Red Light Be Gentle?*

**FORVIA HELLA** – Martin Vollmer, Head of Innovation:

- *The Next Decade of Automotive Lighting: Exploring New Frontiers of Innovation*

9:45 am **COFFEE BREAK**

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**PARALLEL SESSIONS – LIGHTING**

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10:15 am

**EXTERIOR DESIGN & LIGHTING – Chairwoman: Chen Qiong, Audi**

**Volkswagen (China) Technology** – Ji Chuangang, Automotive Lighting Expert:

- *Researching Lighting Performance from the Customer's Perspective*

**Great Wall Motor** – Li Luxiang, Head of Lighting R&D, Automotive Technology Center:

- *Innovative Practice of Safety-Intelligent Technology in Great Wall V9X Smart Headlights*

**Chery QQ** – Liu Yujie, Styling Engineering Manager at Chery Shanghai Design Center:

- *Thoughts on the Differentiated Design of Headlight DNA*

**Mind** – He Chengcheng, Chief Designer & Dai Jie, Design Director:

- *Emotion precedes form – AI redefines the design principles of automotive lighting.*

**YFPO (Yanfeng Plastic Omnium)** – Sascha Dühr, R&I Sect. Manager & Wang Zhuosheng, Innovation Project Manager:

- *EXTERIOR x LIGHTING: Next-Gen Illuminated Body Components*

**Hasco Vision** – Jiahui Wang, Application Development Engineer:

- *Integrated-Driven Innovation-Value Reconstruction of Automotive Lighting Control Systems Centralized into the Centralized Domain Controller*

**Dongfeng Motor** – Chen Peng, Senior Manager of Exterior Design:

- *Letting the Roots Grow – Exploration and Reflection on Dongfeng's Design Language*

**Tactotek** – Dr. Dominique Heilborn, Director Ecosystem Partnerships:

- *Beyond the Lit Grille: Structural Electronics for the Front Panel*

**Ansys, part of Synopsys** – Edward Tong, Sr. Application Engineer Manager:

- *AI-Driven Automotive Optical Design and Simulation*

**Geely**

- *Democratizing Design through Technology: Galaxy Series' Evolution from Brand Family Face to User Co-Creation*

**Q&A**

12:35 pm

**LUNCH BREAK**

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**PARALLEL SESSIONS – LIGHTING**

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2:00 pm

**LIGHTING & SAFETY PERFORMANCE – Chairman: Qu Liang, SVW**

**CATARC (Tianjin)** – Zhao Zhun, Technical Director of Intelligent Appliances Testing & Research Department:

- *Data Analysis and Future Planning Research on C-NCAP Lighting Safety*

**Yinwang Intelligent Technology** – Chen Hua, Director of Intelligent Automotive Lighting Module Products, Safe Illumination, Excellent Projection

**Valeo** – DAI Minghui, Simulation Expert:

- *Research on Simulation Prediction of Structural Borne Noise from Headlamp Stepper Motor Based on Multiphysics Coupling*

**Xingyu** – Chen Kai, Director of Electronics Development Department

- *New Electronic and Electrical Architecture for New Lighting Functions*

**ZKW** – Feng Tianchen, Product Manager:

- *Software-Defined Vehicles-Digital Lighting Solutions*

**LMT & TechnoTeam** – Bob Liu, General Manager, Light-All:

- *Camera Based On-Vehicle goniophotometry under lab conditions for C-NCAP verification*

**Q&A**

3:00 pm

**EXTERIOR DESIGN ROUND TABLE – Moderator: Paul-Henri Matha**

**BAIC** – Yu Ziqian, Design Director of BAIC Shanghai Design Center

**Dongfeng** – Ramon Danny Ginah, Head of design Shanghai studio

**Zeekr** – Wang Ying, Chief Design Strategist

**China Academy of Art** – James Hope, Dean of Transportation Design & Research Institute

**Lynk&Co** – Nicky Kwee, Head of Shanghai Design Studio

**General Motors China** – Max Wolff, Design Director

3:30 pm

**COFFEE BREAK**

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**PARALLEL SESSIONS – LIGHTING**

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4:00 pm

**LIGHTING UX** – Chairman: Martin Vollmer, FORVIA HELLA

**FORVIA HELLA** – SU Haowen, Innovation Manager:

- *Signal Lighting Trend: DECORATION MEETS FUNCTION*

**ANRUI** – Su XinChun, Deputy General Manager:

- *Interpretation and Suggestions on Headlamp Fogging Standards*

**PATAC** – Zhu Yanghui, Senior Expert in Lighting Systems:

- *Reshaping User Experience with Light and Shadow – Research and Practice of Scenario Design Innovation Based on LBS Projection Technology*

**Texas Instruments** – Steven Zhou, DLP® China Business Development Manager:

- *A decade of automotive innovation: From proof to platform with DLP*

**Sunny Automotive Optech** – Ricardo Tong, R&D Director – Projection & Lighting:

- *Beyond White | From Monochrome DLP Headlamps to Full-Color Digital Light*

**Fordalite** – Gaze Deng, Vehicle Lamp Development Manager:

- *Highlights Analysis of Innovative Automotive Lamps Enabled by Mass Production*

5:00 pm

**VIP LEADERS ROUND TABLE** – Moderator: Olivier Brosse

**Mind** – Sun Huixin, R&D Vice GM

**Antolin** – Monica Ai, President APAC

**YFPO** – Augustin Tuaillon, General Manager

**Anrui** – Sun Yubao, General Manager

**Marrelli** – Peter Cao, Group Vice President and General Manager

**FORVIA HELLA** – Martin Vollmer, Head of Innovation

**Valeo** – Fan Lei, Director of Innovative R&D Technology

**Xunchi** – Cheng Nianzu, CTO

6:00 pm

**COCKTAIL**

7:00–9:30 pm

**WELCOME DINNER & AWARD CEREMONY**

# PROGRAM DAY 2

## SEPTEMBER 9, 2026



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8:00 am **WELCOME COFFEE**

8:30 am **KEYNOTE**

**Mobility Global** – Lydia Wang, Senior Analyst:

- *Automotive Lighting Market-Data Insight*

**Fudan University** – Yandan Lin, Professor, PhD, Lighting & Colour Science:

- *Quantifying Visual Comfort for Cabin Interior Lighting*

9:00 am **INTERIOR LIGHTING SESSION – Chairman: Su XinChun, Anrui**

**SAIC** – Chuang Zhu, Expert in cockpit lighting development: Introduction to the development of fiber surface ambient light

**Saint-Gobain Sekurit** – Fabien Geniaux, Marketing Portfolio Manager, Active Glazing Systems:

- *Glazing at the Core: Reimagining Automotive Interiors from Passive Surface to Experience*

**Yanfeng** – Christophe Pincemin, Deputy General Manager Smart Interiors Yanfeng:

- *XiM27 concept car: defining next level smart cabin and interior lighting experience*

**FORVIA HELLA** – Wang Mengmeng, Interior Lighting Design Senior Supervisor

- Interior Lighting Innovation Sharing

**Antolin** – Larys Lan, Optical Design Supervisor:

- *Lighting Effect Solutions for Ambient Lights in Mid-to-High-End Vehicle Models*

**Coretronics** – Yang Donglin, Marketing Director:

- *Innovative Applications of DLP Projection in Automotive*

**OPTCO** – Kelly Hou, Co-founder:

- *Cockpits Light-Environment Color Design to Manufacturing Quality Consistency*

**ROUND TABLE**

10:30 am **COFFEE BREAK**

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**PARALLEL SESSIONS – LIGHTING**

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11:00 am

**AUTOMOTIVE LIGHTING EE SESSION: HW, SW, SDV** – Chairman: Francois BEDU, Renault

**NOVOSENSE** – Bob Zhou, Technical Manager:

- *NOVOSENSE Dynamic ambient light solution and OTA solution help drive software-defined vehicles*

**onsemi** – Zhang Qing, Senior Expert, onsemi AMG Automotive Business Unit:

- *Enabling SDV with onsemi's Highly Integrated and Scalable Automotive Lighting Solutions*

**Inova** – Robert Isele, CEO:

- *Future Car Networks & the Role of Lighting in SDV*

**Seso** – Frank Xu, Global Sales Director for VIP Accounts:

- *SESO EL Yarn Solution: Illuminating the Future of Automotive Design*

**Melexis** – Song Linhong, Marketing Manager:

- *Melexis Embedded LED Driver Solutions Empower Next-Generation Interior and Interactive Lighting*

**Indiemicro** – Ives Li, Marketing Manager:

- *MCU less solution for head light system*

**Lumissil** – Eben Qiu, Application Senior Manager:

- *LUMISSIL - High-Integration Matrix LED Driver, Empowering ISD Display*

**Indiemicro** – Kris Li, Senior Product Director:

- *Implementation Schemes of IOBASE-TIS for Automotive Interior Lighting*

**Dominant** – Eric Toh Chip Hock, Product Marketing:

- *Software Defined Vehicle with seddLED*

**Infineon** – Xing Su, Principle Field Application Engineer:

- *Infineon Ambient Lighting Solutions for SDV Trends*

12:45 pm

**LUNCH BREAK**

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### PARALLEL SESSIONS – LIGHTING

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2:00 pm

**REGULATION** – Chairman: Dr Wolfgang Huhn, GTB

**GTB** – Wolfgang Huhn, President

**SMVIC** – Bu Weili

**China Automotive Parts Technology (Tianjin)** – Zhao Zhun

**Xingyu** – Zhu Calping:

- *Discussion on Regulatory requirements for intelligent automotive lighting*

#### ROUND TABLE

2:30 pm

**LIGHT SOURCE, SIMULATION & OPTICAL SYSTEM** – Chairman: Allen Zhu, MIND

**ams OSRAM** – Xia Li, Application Engineer:

- *Just Right Light – Advances in light sources for ADB with adjustable resolution*

**Lumileds** – Lars Dabringhausen, Global Head of Product Development for Integrated Solutions:

- *Direct Imaging ADB light sources*

**OPTISEEN** – Bryan Tao, Product Director:

- *Innovative Application of 1.5X Optical Integrated Light Source in Automotive Lighting*

**Ennostar** – Frank Ho, Vice President, New Product Center:

- *Advancing ISD Development through Optical Integration from Chip to Module*

**APT** – Luo Xinsui, Senior R&D Engineer, Automotive-Grade LED Business Unit:

- *Improving Visual Uniformity of Automotive Lighting from the Light Source Side – Collaborative Design of Automotive Light Sources and Luminaire Systems with Chromatic Adaptation*

**VueReal** – Rob Selley, CCO:

- *The New Speed of Automotive Lighting Development...From request to Laminated Glass in 30 Days*

**Brightek** – George Lu, Product Management Department Manager:

- *Design Architecture of New-Generation Ambient Lights and Vehicle Lamps*

**Lumichrome** – Max Huang, GM&Founder:

- *From Pixel to Vehicle: Light Quality Challenges and System-Level Control of Pixelated Automotive Exterior Lighting*

**Nichia** – Naohiko Tani, Domestic Tech. Strategic manager:

- *Advanced Light Sources: Enabling Personalized Experiences in the Intelligent-Vehicle Era*

#### Q&A

4:15 pm

**COFFEE BREAK**

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**PARALLEL SESSIONS – LIGHTING**

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4:45 pm

**MATERIAL** – Chairman: Carlos Elvira Avila

**Surventis** – Markus Mundus, Head of Light Enhancement Business Development & Technical Sales:

- *Automotive-Grade Microstructured Optical Films by Surventis: Where Optical Precision Meets Material Excellence*

**SABIC** – Melody Jin, Staff Scientist & Paul He, Sr. Business Manager, Auto Marketing Global:

- *SABIC Material Solution and Innovation for Automotive Smart Panel*

**Emerson Branson** – Steven Shi, Lamp Segment Sales Manager:

- *Exploring the future of HeadLight Assembly*

**Kurz** – Gu Lingjun, Head of Sales – BAP:

- *Kurz – A solution provider in Lighting and Exterior*

**Q&A**

5:30 pm

**CLOSING**