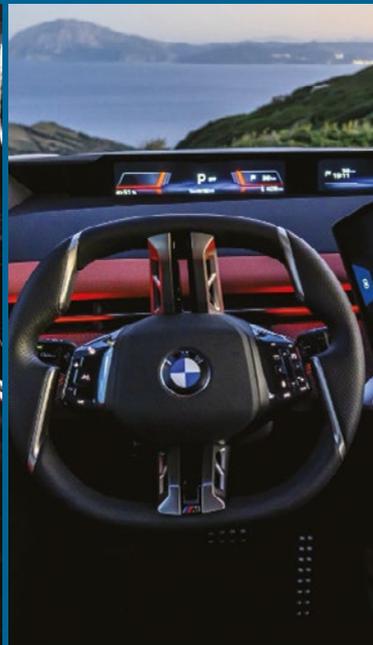
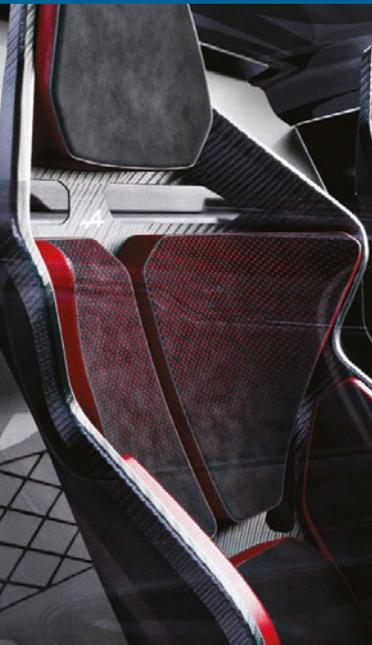


22/23
APRIL, 2026
KÖLN



INTERIOR CABIN: WHAT'S NEXT

UX • COCKPIT • LIGHTING • SEATING • ELECTRONICS



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DVN INTERIOR WORKSHOP



22 – 23 April, 2026 at Köln, Germany – truly an automotive city at the centre of Europe.

The theme is “**holistic cabin approach**”, for the main goal of UX (user experience) is to create and improve driving and mobility experiences.

It means technology and design are user-centric. It covers design, HMI (human-machine interaction/interface), perceived quality, comfort, infotainment, audio, health and wellness, and everything that contributes to the best driving experience.

Global megatrends are shaping the future of the automotive interior: display, smart surfaces, voice activation, connectivity, automation, EVs, regulations, and more. These are pushing and pulling technical and technological progress, transforming the cabin into a smart, interactive space.

The workshop will include sessions on:

- Interior lighting,
- Smart surfaces, cockpits, displays,
- Components to cabin experience,
- Seating.

For more information:

Please contact our Marketing & Communications Director,

Emilie Bonnet: ebonnet@drivingvisionnews.com

Join our exhibitors:

am **OSRAM**



EDAG

elmos⁺

EVERLIGHT



Melexis
INSPIRED ENGINEERING

MENTOR

**PROVE
REALITIES**

NOVOSENSE

TACTOTEK

PROGRAM

APRIL 22, 2026



DAY 1 • APRIL 22, 2026

- 12:30 pm **REGISTRATION & WELCOME COFFEE**
- 1:30 pm **OPENING**
- 1:35 pm **OPENING KEYNOTE:**
S&P Global Mobility – Sascha Klapper, Research and Analysis Manager
• *Interior Market. Commodity or Innovation?*
 A brief outlook on the global automotive interior market
- 1:55 pm** **SESSION 1 - INTERIOR LIGHTING AS AN INTERFACE LAYER – PART 1**
Chairman: Andreas Friedrich, DVN Senior Advisor
- KEYNOTE: Forvia Hella** – Ana Bizal, Global Product Center Interior Lighting
- Zeekr** – Lena Caussimon Olsson, Senior Lighting Designer
 • *The Transformative Power of Light: Beyond Illumination in the Automotive Interior*
- Lynk&Co** – Vlatko Kukulja and Klemen Majcen
- Q&A**
- 3:25 pm **EXHIBITORS' PRESENTATION**
- 3:45 pm **COFFEE BREAK**

PROGRAM

APRIL 22, 2026



4:30 pm

SESSION 1 - INTERIOR LIGHTING AS AN INTERFACE LAYER - PART 2

Chairwoman: Prof. Andrea Upmann, FH Aachen – University of Applied Sciences

KEYNOTE: Yanfeng – Christophe Pincemin, Deputy General Manager Smart Interiors BU & Executive Engineering Director Smart Surfaces & Lighting

- *The Cabin as a Living Space: How Light contribute to Shape a better Human Centric Mobility*

ams OSRAM – Michael Brandl, Director Application Engineering Mobility Systems

- *It All Comes Together – Status of Light Sources for Interior*

Novosense – Andreas Zhang, Marketing Director

- *Ambient Lighting: from single RGB to multi RGBs*

KURZ – Joerg Stierand

- *Solutions for plastic surfaces with integrative lighting systems*

EDAG – Jannes Buthmann, Global Head of Lighting & Display Systems

- *EDAG LightLab – Benchmarking Interior Light & Display Systems*

Nissha

Melexis – Roland Steger, Business Development Manager, EMEA

- *Secure & Simplified Lighting Animations via 10Base-T1S*

Q&A

6:45 pm

COCKTAIL

7:30 pm

DINNER

PROGRAM

APRIL 23, 2026



DAY 21 • APRIL 23, 2026

- 08:00 am **WELCOME COFFEE**
- 09:00 am **OPENING KEYNOTE**
Beyond HMI - Peter Rössger, Founder & CEO
- 09:20 am** **SESSION 2 - COCKPIT AS A "POSTURE SYSTEM": SEATING GEOMETRY SHOULD DRIVE UX/UI**
Chairman: Andrew Leutchman, DVN Senior Advisor
- Dow & Jaguar Land Rover**
- *Advancing Circularity in Seating: from Material Design to OEM Launch*
A joint case study by Dow, Lear, and JLR.
- Keiper** - Thomas Christoffel, Chief Engineer
- *Keiper - Mechanism: Seat- and smart cabin applications*
- Grewus** - Elisa Santella
- *Scalable seat haptics: enabling more functionality at lower system cost*
- Q&A**
- 10:15 am **COFFEE BREAK**
- 10:45 am** **SESSION 3 - INNOVATION THAT ACTUALLY SHIPS**
Chairman: Laurent Sérézat, DVN Interior General Editor
- KEYNOTE: Beyond HMI** - Peter Rössger, Founder & CEO
- CRTV Matters** – Jelle Tjebbes, Founder & Design Director
Love & Technology – How brand character transforms smart surfaces & displays into meaningful experiences
- Innowep** – Prof. Dr. Wolfgang Weinhold M.Sc. (Duke Univ.), Dipl.-Ing. (FH)
- *Human Centric Interior*
Appearance Haptics & Durability
- SEAT CUPRA** – Ruben Rodriguez, Head of Xperience Design
- *Rebel by Design: Boosting Emotions Through UX*
 - *CUPRA Raval*
- Matikon** – Thorsten Süß, Global Director Design
- *Same but different*
 - *New ways of interior decoration*
- Q&A**
- 12:15 pm **LUNCH BREAK**

01:45 pm

SESSION 4 - FROM COMPONENTS TO CABIN EXPERIENCE

Chairman: Aref TAHHAN, HMI Systems Architect at Bertrandt

icon incar – Florian Gulden, Founder

- *From Gigolo to partner therapist: How automotive design changes, why AI is good and why we need an Experience Defined Vehicle*

Vealeo – Jean-Marc Tissot, R&I HMI Design & Ergonomics Manager & Bastien Maube, Experience

- *Design Leader*
- *Panovision Awareness*

Texas Instruments – Jorge Gonzalez, Product Marketing Manager

- *A Decade of Automotive DLP: From proof to platform*

Q&A

03:00 pm

COFFEE BREAK

03:30 pm

SESSION 5 - THE NEXT INTERIOR PLATFORM BEYOND THE FEATURE RACE

Chairman: Samuel Wijk, Head of product at Azeaa

Azeaa – Samuel Wijk, Head of product

- *Beyond the Screen*
- *Light & Sound as the Forgotten UX Outputs: How the cabin experience bleeds past the display and why someone needs to own it*

Antolin – Daniel Mann, Applied Innovation Project Manager

- *A next-generation full headliner system: INMERSA: Turning the Headliner into an Intelligent Acoustic System*

Renault – Xavier Chalandon, HMI Expert Leader

- *HMI method & tools*

Prove Realities – Werner Strathaus, CEO

- *VR is dead, but the dead don't wear plaid!*

EDAG – Jannes Buthmann, Global Head of Lighting & Display Systems

- *Automated Touch Validation: Scaling Interior UX Quality Through Robotics*

SunLED technology – Zhou Zhou, Senior Product Manager

- *Improving the In-Cabin Experience with Health & Wellness Innovation*

Q&A

04:20 pm

COFFEE BREAK

05:30 pm

CLOSING