

# 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 DESIGN: SHAPING THE IN-CABIN EXPERIENCE**

**Chairman:** Andreas Friedrich, DVN Senior Advisor

**KEYNOTE: Forvia Hella** – Ana Bizal, Global Product Center Interior Lighting

**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*

**Zeekr** – Lena Caussimon Olsson, Senior Lighting Designer

- *The Transformative Power of Light: Beyond Illumination in the Automotive Interior*

**Lynk&Co** – Vlatko Kukulja, Senior Studio Engineer & Klemen Majcen, Senior Studio Engineer

- *When Light Meets Reality: Engineering Interior Lighting Beyond the Concept Phase*

**Studio Kasper Hammer** – Kasper Hammer, Founder & Creative Director

- *Living light*  
*Designing light and sound for Human Biology*

**Forvia DesignLED** – Tony Allison, Senior Product Manager & Product Development Manager

- *Exploring the intersection between UX, LIGHT and CMF*

**KURZ** – Joerg Stierand, Head of Divisional Sales Management Automotive

- *Solutions for plastic surfaces with integrative lighting systems*

**Q&A**

3:55 pm **EXHIBITORS' PRESENTATION**

4:15 pm **COFFEE BREAK**

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5:00 pm

## SESSION 2 - INTERIOR LIGHTING : TECHNOLOGIES, MATERIALS

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

**Hochschule Magdeburg-Stendal** – Prof. Dr.-Ing. Benedikt Lamontain

- *From Lighting Components to Cabin Experience – Enabling Holistic UX through Human-Centric Interior Lighting*

**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*

**Inova Semiconductors** – Gerhard Nill, Product Manager

- *Software Defined Lighting – Unleash the Benefits for Car Manufacturers*

**Melexis** – Roland Steger, Business Development Manager, EMEA

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

**TactoTek** – Dominique Heilborn, Director Ecosystem Partnerships

- *Seamless by Design. Intelligent by Nature. Distinct by Brand. Powered by IMSE*

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

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

## Q&A

7:00 pm

## COCKTAIL

7:30 pm

## DINNER

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### DAY 2 • APRIL 23, 2026

08:00 am **WELCOME COFFEE**

09:00 am **OPENING KEYNOTE**

Beyond HMI - Peter Rössger, Founder & CEO

- *How to Avoid the Hotel California Moment: Human Centric Vehicle Interior Development*

09:20 am

**SESSION 3 - COCKPIT AS A "POSTURE SYSTEM": SEATING GEOMETRY SHOULD DRIVE UX/UI**

**Chairman:** Andrew Leuchtmann, DVN Senior Advisor

**Dow & Lear & Jaguar Land Rover** – Dr. André Hebel - Dow, Dave Withey - JLR, Dr. Abdulghani Al Nabulsi - Lear

- *Advancing Circularity in Seating: from Material Design to OEM Implementation*  
*A joint case study by Dow, Lear, and JLR*

**Grewus** - Elisa Santella, Managing Director

- *Scalable seat haptics: enabling more functionality at lower system cost*

**Q&A**

10:25 am

**COFFEE BREAK**

10:55 am

**SESSION 4 - INNOVATION THAT ACTUALLY SHIPS**

**Chairman:** Laurent Sérézat, DVN Interior General Editor

**KEYNOTE: CRTV Matters** – Jelle Tjebbes, Founder & Design Director

- *Love & Technology – How brand character transforms smart surfaces & displays into meaningful experiences*

**ISPA.Institute – Innowep GmbH** – Prof. Dr. Wolfgang Weinhold M.Sc. (Duke Univ.), Dipl.-Ing. (FH), Founder & Human-centric product and surface expert

- *Human Centric Interior*  
*Appearance Haptics & Durability*

**SEAT & CUPRA** – Ruben Rodriguez, Head of Xperience Design

- *CUPRA RAVAL*  
*Boosting emotions through UX*

**Polestar** – Anna Baste, Senior User Experience Designer

- *Driven by design - Shaping the future of CarUX*

**Matikon** – Thorsten Süß, Global Director Design

- *Same but different*  
*New ways of interior decoration*

**Covestro** – Lars Bogner, Application Development Manager

- *Designing with Light, Touch & Intelligence: The Potential of Printed Electronics in Automotive*

**Q&A**

12:40 pm

**LUNCH BREAK**

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## APRIL 23, 2026



01:45 pm

### SESSION 5 - 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

- *Panovision Awareness*

**Texas Instruments** – Jorge Gonzalez, Product Marketing Manager

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

**Sekisui**

**Q&A**

02:55 pm

### COFFEE BREAK

03:15 pm

### SESSION 6 - 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 Life Science Research B.V.** – Zhou Zhou, Senior Product Manager

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

**Q&A**

04:55 pm

### CLOSING