

# 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** – Andreas Wasak, Group Industrial Design VP  
**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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## APRIL 22, 2026



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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01:45 pm	<p><b>SESSION 5 - FROM COMPONENTS TO CABIN EXPERIENCE</b></p> <p><b>Chairman:</b> Aref TAHHAN, HMI Systems Architect at Bertrandt</p> <p><b>icon incar</b> – Florian Gulden, Founder</p> <ul style="list-style-type: none"><li>• <i>From Gigolo to partner therapist: How automotive design changes, why AI is good and why we need an Experience Defined Vehicle</i></li></ul> <p><b>Vealeo</b> – Jean-Marc Tissot, R&amp;I HMI Design &amp; Ergonomics Manager &amp; Bastien Maube, Experience</p> <ul style="list-style-type: none"><li>• <i>Panovision Awareness</i></li></ul> <p><b>Texas Instruments</b> – Jorge Gonzalez, Product Marketing Manager</p> <ul style="list-style-type: none"><li>• <i>A Decade of Automotive DLP: From proof to platform</i></li></ul> <p><b>Sekisui</b></p> <p><b>Q&amp;A</b></p>
02:55 pm	<p><b>COFFEE BREAK</b></p>
03:15 pm	<p><b>SESSION 6 - THE NEXT INTERIOR PLATFORM BEYOND THE FEATURE RACE</b></p> <p><b>Chairman:</b> Samuel Wijk, Head of product at Azeaa</p> <p><b>Azeaa</b> – Samuel Wijk, Head of product</p> <ul style="list-style-type: none"><li>• <i>Beyond the Screen</i></li><li>• <i>Light &amp; Sound as the Forgotten UX Outputs: How the cabin experience bleeds past the display and why someone needs to own it</i></li></ul> <p><b>Antolin</b> – Daniel Mann, Applied Innovation Project Manager</p> <ul style="list-style-type: none"><li>• <i>A next-generation full headliner system: INMERSA: Turning the Headliner into an Intelligent Acoustic System</i></li></ul> <p><b>Renault</b> – Xavier Chalandon, HMI Expert Leader</p> <ul style="list-style-type: none"><li>• <i>HMI method &amp; tools</i></li></ul> <p><b>Prove Realities</b> – Werner Strathaus, CEO</p> <ul style="list-style-type: none"><li>• <i>VR is dead, but the dead don't wear plaid!</i></li></ul> <p><b>EDAG</b> – Jannes Buthmann, Global Head of Lighting &amp; Display Systems</p> <ul style="list-style-type: none"><li>• <i>Automated Touch Validation: Scaling Interior UX Quality Through Robotics</i></li></ul> <p><b>SunLED Life Science Research B.V.</b> – Zhou Zhou, Senior Product Manager</p> <ul style="list-style-type: none"><li>• <i>Improving the In-Cabin Experience with Health &amp; Wellness Innovation</i></li></ul> <p><b>Q&amp;A</b></p>
04:55 pm	<p><b>CLOSING</b></p>