



June 4th

MOTIVE XoCAR Design China 2025

MOTIVE·X

What is the New Interpretation of Future Automotive Design under the Transformation of New Energy Vehicles and Autonomous Driving L4/L5?

©Being Invited: Huawei Intelligent Automotive Solutions BU / NIO / Li Auto

Discussing the Challenges and Solutions of "Design Going Offshore"

©Being Invited: Leap Motor / SAIC Group / Chery Automobile / GAC Design Center

Redefining Interior Design: How Can We Leverage Artificial Intelligence, New Materials, and Other Innovations to Create Smarter and More Human-Centered Vehicle Interiors, Enhancing Passenger Comfort and Experience?

©Being Invited: Mercedes-Benz / Xiaomi Auto / Yanfeng International / FORVIA

What Will the Next Generation of Car Body Styles Look Like? Do Convertibles, Sports Cars, Camper Vans, and Off-road Vehicles Have a Future?

©Being Invited: Ford Motor / Great Wall Motor / Dongfeng Motor / Lotus

How Can We Build a Brand's DNA While Aligning with the Aesthetic Trends of Global Mainstream Markets?

©Being Invited: Geely

Soaring into the Future: Exploring the Key Challenges and Innovation Opportunities in Flying Car Design

· How to Design Safe, Reliable, and Efficient Flying Cars That Can Integrate into Future Urban Transport Systems?

©Being Invited: XPeng Aero HT

How Can AI Empower Smart Vehicles?

©Being Invited: ZEEKR



June 5-6th

3rd Global Automotive CMF Design Conference

Cross & Integration — Exploring the Possibilities of Automotive Applications

How Can We Combine Automotive Design with Home Décor to Create an Atmosphere and Build a Mobile Comfortable Space?

© Being Invited: Designers, Roche Bobois

Dancing with the Sea: Redefining Yacht Design and Crafting the Luxury Dream

© Being Invited: Pulina Interiors

Aesthetic Design of Samsung's High-End Foldable Phone Cover

© Being Invited: Samsung Galaxy

Innovative Technology Integrating Coffee Grounds Leather Strips and Seamless Stitching Process

© Being Invited: TECNO

Biobased Oyster Shell Computer Sustainable CMF Design

© Being Invited: Acer Computer

Electrochromic/Thermochromic/Photocromic Smartphone Backplate Design

© Being Invited: OPPO Mobile

Eternal Flame: CMF Design and Brand Storytelling of Zippo Lighters – From Classic Heritage to Future Innovation

© Being Invited: Zippo

361° Brand's Sustainable Recycled Materials

© Being Invited: 361°

Defining Fashion and Function Through Innovation

© Being Invited: lululemon

Embroidery Patterns and Traditional Handcrafts Empowering Automotive CMF Design

© Being Invited: Heritage Craftsman, Third-Party Research Institute

Innovative Cross-Industry Materials and Processes Empowering CMF Design

© Being Invited: Heritage Craftsman, Third-Party Research Institute

Innovative Cross-Industry Materials and Processes Empowering CMF Design

© Being Invited: Glass, Composite Panels, Fiberglass Panels, Ceramics, Tree Bark, Composite Fiber Materials (PBO Fiber, Dragon Scale Fiber, UPE Fiber, Acetate Fiber), Wood Back Covers, Injection Molding PC, Real Wood, Sustainable, Recyclable, Lightweight, Leather, Laser Engraving, Luminescent Materials, and Other Suppliers

Innovating & Revitalizing—The Diverse Evolution of Automotive CMF Design

Color Order and Innovation Boundaries: How the RAL Standard is Reshaping the Global Language of Automotive CMF Design

© Being Invited: RAL COLOURS

Biobased Materials Empowering BMW i Concept Car Interior Aesthetics

© Being Invited: BMW

Developing Recycled Plastics: Redefining Luxury with Green

© Being Invited: Mercedes-Benz



Continuous Exploration of CMF: Pushing the New Boundaries of Automotive Aesthetics

©Being Invited: Leap Motor

Platform-based Design: Reshaping the Efficiency and Innovation Boundaries of Automotive Manufacturing

©Being Invited: Li Auto

Exploring New Concepts of Sustainable and Innovative Materials for Future Vehicles

©Being Invited: NIO

“Everything is Paintable” — The Perfect Encounter of Traditional Lacquer and High-End Automobiles

©Being Invited: China FAW Group

How to Create a Unique Brand Identity?

©Being Invited: Techic

The Art of Detail: Surface Treatment in CMF Design

©Being Invited: BASF

High-Precision Injection Molding Technology Empowering CMF Aesthetics

©Speaker Opportunities Open

Exploring the Application of Imprint Technology in Automotive Interior Design

©Speaker Opportunities Open

Applications of Real Stone, Crystal, Ceramic, and Translucent Leather Materials in Automotive Interiors

©Speaker Opportunities Open



June 4th

11th International Automotive Interior Surface Forum

Enhancement of Perceived Quality in Ultra-Luxury Cabins – A Comprehensive Sensory Experience of Touch, Visuals, and Odor

©Being Invited: China FAW Hongqi

Application of Luxury Comfort Automotive Interior Materials

©Being Invited: Geely Research Institute

Introduction to the Mass Production Application of Silicone Skins in Automotive Interiors

©Being Invited: HYUNDAI MOTOR GROUP (CHINA) LTD.

Research Progress on Durability, Abrasiveness, and Environmental Adaptability of Interior Skin Materials

©Being Invited: Sichuan University

Standards for Synthetic Leather Interior Materials and Green Product Design

©Being Invited: National Committee for Plastic Products Standardization, Artificial Leather and Synthetic Leather Subcommittee (SAC/TC48/SC4)

Study on Leather Flame Retardancy Mechanisms and Discussion on Environmentally Friendly Flame Retardant Technologies

©Being Invited: Beijing Technology and Business University

In-Mold Decoration (IMD) and 3D Printing Technology in Door Panel Skin Processes

©Being Invited: Antolin (China) Investment Co., Ltd.

Application of Embossing and Hot Stamping Techniques in Seat Skins

©Being Invited: TOYOTA BOSHOKU (CHINA) LIMITED

High-End Application of Genuine Leather Materials and Their Integration with Synthetic Materials

©Being Invited: Mingxin New Material Co., Ltd.

Development of High-Performance, Lightweight, Eco-friendly PU Materials

©Being Invited: RGEEO

Application of Microfiber Materials in Automotive Interiors

©Being Invited: Huaфон Microfibre (Shanghai) Co., Ltd.

Cost Reduction and Efficiency Improvement Solutions for Interior Skins

©Being Invited: NANYA PLASTICS INDUSTRIAL (HUIZHOU) CO., LTD

POE Automotive Interior Material Development and Application

©Being Invited: Shanghai Hiuv New Materials Co., Ltd.

Development and Application of Automotive Interior Materials

©Being Invited: Orinko Advanced Plastics Co.,Ltd.

How Ecotan Biobased Leather Redefines the Future of Car Interiors through Multiple Second Life Paths

©Being Invited: Ecotan

Advanced Technologies for Leather Surface Treatment and Other Additives Development

©Being Invited: Stahls Fine Coatings (Suzhou) Co., Ltd.



Surface Treatment R&D and Technological Applications

©Being Invited: [A.Smit & Zoon BV](#)

Silicone Leather Enhancing Automotive Interiors: Luxury and Environmental Benefits

©Being Invited: [Dow Chemical Company](#)

Rollers, Unwinding, Cutting, Sewing, and Environmental Equipment Upgrades: Driving Cost Reduction and Efficiency in the Industry

©Speaker Opportunities Open

Resin Raw Materials, Plasticizers, Stabilizers, Flame Retardants, Coatings, and Other Materials Supporting Healthy Industry Development

©Speaker Opportunities Open

New Product Launch Road Show: New Silicone Leather Mass Production Product

©Being Invited: [Dezhou Mercury Bokai New Material Company](#)



June 5th

6th Automotive Smart Surface & Ambient Lighting Forum

The Impact of Integrated Plastic and Intelligent Surfaces on Vehicle Design and Development

©Being Invited: Geely Research Institute

Evaluation Standards and Methods for Touch Sensing and Vibration Feedback

©Being Invited: Avatr Technology (Chongqing) Co., Ltd

The Demand for Intelligent Surfaces in the Creation of a Third Space

©Being Invited: Chery Automobile Co., Ltd.

The Needs and Considerations for Designing Cabin Lighting and Visual Art

©Being Invited: IM Motors

Integrated Design of Cabin Intelligent Surfaces and Ambient Lighting

©Being Invited: Antolin (China) Investment Co., Ltd.

Optical Innovations of Intelligent Surfaces – Dynamic Interior Lighting

©Being Invited: Hella Nanjing Technical Center

The Development of Integrated and Intelligent Touch Control for Smart Surfaces

©Being Invited: Marelli (China) Investment Co., Ltd.

Automotive Cabin Optical Innovations and New Intelligent Surfaces

©Being Invited: Ningbo Yibin Electronic Technology Co., Ltd.

Development of Smart Surface Films Integrating Decoration, Lighting, and Touch Functions

©Being Invited: KURZ Stamping Technology (Hefei) Co., Ltd.

Integrated Development of Intelligent Automotive Interior Surfaces

©Being Invited: NISSHA

IME Film Development and Technological Applications

©Being Invited: Macdermid Technology (Suzhou) Co., Ltd.

Application of Innovative Film Technology in Automotive Intelligent Interior Surfaces

©Being Invited: Mitsubishi Chemical Holdings Corporation

Development of High-Performance Films for Automotive Interior and Exterior

©Being Invited: Hefei Yongmaikesi Intelligent Technology Co., Ltd

Conductive Silver Paste Inks Supporting Intelligent Surface Development

©Being Invited: Proell Ink Trading Shanghai Co., Ltd

Advancement of Laser Cutting, Injection Molding, and Other Processes for Scalable Production

©Speaker Opportunities Open

Enabling Intelligent Automotive Surfaces with Light-Transmitting Microfiber and Leather

©Being Invited: Sichuan University

Comprehensive Solution for Smart Cabin Irregular Curved Displays and Hidden Wood Grain Displays

©Being Invited: RH-OPTO



Technical Development Trends of Dynamic Music Rhythm Ambient Lighting

©Being Invited: Chongqing Rebo Lighting & Electronics Co., Ltd.

Optical Design and Mass Production Processes for Dynamic Adjustable Ambient Lighting Systems

©Being Invited: ams OSRAM Group

Discussion on Ambient Lighting Electrical Architecture and Optimization Solutions

©Being Invited: TinyChip Microelectronics Co., Ltd.

Key Technologies for Achieving Consistent Color in Light-Emitting Bodies of Smart Cabins.

©Being Invited: OPTCO



June 5th

4th Automotive Seat Technology Innovation Forum

Future Seating

Consumer Perceptions of Automotive Seats

- Core consumer pain points regarding automotive seats - insufficient comfort, lack of intelligent experience, health and safety concerns, and issues with quality and reliability.
- Consumer expectations and future trends for automotive seats - Intelligent interaction and adaptability, comfort upgrades, and personalized experiences.

© Being Invited: J.D. Power / S&P Global

The Next Frontier for Seats – Space Reconfiguration

- The path to implementing rotating seats and the space requirements in the vehicle.
- How to maximize space utilization through electric long sliding rails, transverse rails, and rotating platforms.
- Whether rotating seats should support people in motion and the corresponding user experience.
- Regulatory constraints on rotating seats and future trends.

© Being Invited: Zeekr / Magna Automotive Technology and Service (Shanghai) Co. Ltd

(Panel) How Will Autonomous Driving Break Innovation Boundaries in Automotive Seats?

- What will seat design look like after the arrival of Level 4/5 autonomous driving?
- Will seating safety requirements decrease as a result?
- How can sound, light, and electronics work together—will seats become the interaction hub?
- Integration of electronic architectures and seat intelligence.

© Being Invited: Li Auto / Zeekr / Faurecia / Yanfeng International Automotive Technology Co., Ltd. / Zhejiang Tiancheng Controls Co., Ltd.

Seats Going Global

Luxury Seats Inspired by Overseas Supercars: The Ultimate Pursuit of Design, Materials, and Craftsmanship

- The seat design philosophy of supercars.
- Material choices that balance lightweight and luxury feel.
- Innovations in handmade craftsmanship and meticulous detailing.
- Transforming supercar design inspirations into everyday vehicle seating.

© Being Invited: Bugatti Rimac

White Paper on Chinese Automotive Seats Going Global

- Market overview and insights into automotive seats across regions such as the U.S., Europe, and Southeast Asia.
- In-depth analysis of Faurecia's trade, factory establishment, and compliance with local laws and regulations in overseas markets.
- Success stories in the entire process—from quality control and cost optimization to supply chain management—based on local production and operational cases.

© Being Invited: Faurecia

User Perception

AI-Enabled Seats: Breakthroughs and the Future of Adaptive Technology

- Current technological bottlenecks and breakthroughs in self-adaptive seating
- Multi-dimensional adjustments: hardness, size, side bolsters, and adaptive control strategies for different body types
- Achieving low-cost and reliable adaptive systems

© Being Invited: Lear (China) Holding Limited. / Dongfeng Nissan



The Differentiation Revolution in Seat Comfort

- New foam materials and multi-layer foam technology leading the way in comfort
- New experiences with comfort systems like tapping and massage features
- Precise lumbar support, headrests, and leg supports to improve seating comfort

© Sponsorship opportunities available

(Panel) Seat Comfort Evaluation: Case Studies, Dimensions, Standards, and Industry Outlook

- Analysis of ‘boss seat’ excellence cases—ergonomics, materials, processes, and key design ideas behind seat noise issues
- Industry needs: The necessity of seat comfort standards
- Progress and challenges in domestic comfort standards
- Defining the ‘comfort’ data threshold: Size and legroom, pressure distribution, benchmarking against competitors, suspension performance, and subjective data from different user groups
- Advanced testing technologies: Pressure distribution, dynamic simulation, and analytical modeling

© Being Invited: Mercedes-Benz / Pan-Asia Technical Automotive Center / Voyah Automobile / Adient (China) Investment Co., Ltd. / Zhejiang University / Aktion Gesunder Rücken (AGR) / AEW Automotive Systems Co.,Ltd. / Guangzhou EHang Intelligent Technology Co., Ltd.

Cost Reduction and Technological Innovation

Innovative Solutions for Seat Motors

- Automotive seat motor regulations and safety requirements
- OEM demands for seat motor functions and market status
- Motor solutions for achieving quick return-to-zero gravity seating function
- Low-noise seat motor designs
- Cost optimization pathways for high-performance motors

© Being Invited: Zhejiang Shenghuabo Electric Appliance Corporation

Cost Reduction Strategies and Case Studies in Seating

- Innovative cost reduction strategies for core components like seat covers, foaming materials, adjusters, and rails
- Manufacturing process development to help reduce costs and increase efficiency in the seat industry

© Sponsorship opportunities available

Innovative Seating Processes and Smart Manufacturing

- Transition from traditional process training to intelligent systems: real-time posture correction via cameras and AI technology
- Flexible production and logistics assembly empowered by automation equipment and robotics
- High-speed ironing, 3D design, and intelligent monitoring equipment to enhance seat production efficiency and quality
- Smart seat testing technologies: 3D visual inspection, pressure distribution testing, and more

© Sponsorship opportunities available

New Approaches for Seat Shock Absorption: From Commercial to Passenger Vehicles

- Shock absorption technologies in commercial vehicle seats
- Technical challenges in transferring to passenger vehicles: Space limitations, materials, costs, and dynamic adjustment

© Being Invited: Guangxi Shuangying Group Co., Ltd. / Zhejiang Tiancheng Controls Co., Ltd.



June 4-5th

11th International Automotive NVH & Audio Innovation Forum

User Perception Session

Smart Sound: From Noise Control to Brand DNA in Sound Design

- Development levels, current status, and challenges of smart sound
- Latest trends and case studies in active sound design, including door sounds, engine noise, AVAS, and more
- Design strategies for smart sound solutions based on different brand positioning and usage scenarios

©Being Invited: China FAW / Changan Automobile / BYD

New Approaches to Extreme Cabin Auditory Experience

- Acoustic design concepts centered around user perception
- Key technologies for vehicle cabin quietness development
- Collaborative development cases of NVH and in-car audio systems in the wave of intelligent cabins

©Being Invited: Smart Automobile

Latest Solutions for Active Noise Cancellation

- Recent breakthroughs in active noise cancellation technology and its mass-production prospects
- Exploring the potential of active noise cancellation as a replacement for traditional solutions, especially for road noise
- How to utilize existing hardware and software resources in vehicles to achieve cost-effective, high-efficiency active noise cancellation

©Being Invited: Geely Automotive / Leap Motor / GoerTek / Silentium (Shanghai)

Practical Research on Enhancing Sound Quality in New Energy Vehicles

- Challenges and opportunities in sound quality for new energy vehicles
- Sound quality analysis methods, testing approaches, and psychoacoustic indicators
- Case studies in optimization: Development and innovation in acoustic materials and components

©Being Invited: Shanghai Shenda Co., Ltd

Exploration of Acoustic Metamaterials in the Cabin

- Market trends and technological advancements in acoustic metamaterials
- How acoustic metamaterials enhance auditory experience and quality by providing sound insulation and noise reduction
- High-performance, lightweight, and eco-friendly acoustic metamaterials solutions

©Being Invited: H.N.A (Israel) / Chery Automotive

In-cabin Audio Forum

The Art and Science of Sound Design— Insights from Overseas OEMs

- Industry trends and case analysis of automotive sound design
- Application of professional tools in sound design
- How AI technology is leading the future of sound design
- Using sound to enhance brand identity and user perception

©Being Invited: Volvo Cars / Stellantis

In-Car Audio Experience by Global High-End Audio Brands

- Hardware selection, design, in-car layout, and tuning optimization strategies of global high-end audio brands
- Learnings from consumer electronics to automotive audio sectors

©Being Invited: Sony Europe / Goerdyna

Interdisciplinary Insights – From Architectural Acoustics to In-Car Audio

- Sound field effects and key parameters in theaters, home theaters, livehouses, recording studios, etc.



- Cinematic audio effects in the car: Standards and gaps
 - Space limitations & environmental noise: Challenges in merging architectural and automotive acoustics
 - How automotive acoustics draws inspiration from architectural acoustics
- ©Being Invited: Impulse Audio Lab / MSM-studios GMBH/ National Centre for the Performing Arts

Immersive Audio Experience: Reshaping the Future of Automotive Acoustics

- Application of immersive audio experience in high-end vehicles
- Full-scenario acoustic design, from entertainment to interaction
- Core technologies and real-world cases that enhance user perception

©Being Invited: Dolby Laboratories

In-Car Audio from the User Perspective: Experience, Pain Points, and Expectations

- The shift from “just audible” to “high-quality sound” in consumer demand
- Future expectations for in-car audio: premium sound quality, personalization, intelligent adjustments, and scenario integration
- Practical tests and comparisons of in-car audio across different vehicle models

©Being Invited: Independent Media Influencers

(Panel) AI Empowering In-Car Audio: Innovation, Experience, and the Future

- What are OEMs currently exploring in AI audio technologies? – Sound field adaptation, automatic tuning, karaoke correction, sound effects & design, panoramic sound source format conversion & codec technology
- How can AI liberate audio engineers and address pain points in car audio systems?
- Which processes can AI improve to significantly enhance user experience?

©Being Invited: NIO Inc., Zeekr, Huawei Technologies Co., Dirac, Yamaha

Latest Breakthroughs in Independent Sound Zone Technology

- Current development, consumer demand, and application scenarios of independent sound zone technology
- Realization methods for independent sound zones: Headrest speakers, door and roof speakers, purely software-based algorithm solutions
- Recent breakthroughs and technical advantages in independent sound zone technology

©Being Invited: Audfly Technology Co., Ltd / SineTac Auto (Shanghai) Co. Ltd

Training Session

(Panel) Harmonization of Subjective and Objective Standards in In-Car Audio

- The necessity of objective standards: Moving from subjective experience to scientific measurement
- Defining key metrics: Which parameters truly impact user experience
- The current status and progress of industry standards
- Balancing objective standards with subjective experience

©Being Invited: Chery Automobile, Great Wall Motors, China FAW, Suzhou Sonavox Electronics Co., Ltd., China Audio Industry Association, CATARC

Automotive Acoustic Testing: Frontline Skills and Cutting-Edge Developments

- Frontier research and the latest advancements in automotive acoustic testing
- Key testing items and crucial testing positions closely correlated with user perception
- Multidimensional audio quality testing: Frequency response, phase correction, dynamic equalization, vocal reverb, etc.
- Frontline testing methods: Amplifier channels, speaker status, resonance sounds, etc.
- Key technologies in NVH acoustic vibration testing

©Being Invited: HEAD acoustics China

NVH Session

Exploration of AI in the NVH Field

- NVH virtual development and validation driven by AI
- Real-time monitoring and analysis of in-car acoustic signals such as abnormal noises, predicting safety issues like battery pack failures and vehicle collisions
- Aftermarket AI solutions for replacing manual detection of abnormal noises

©Being Invited: BMW Group / Siemens / Shanghai Jiao Tong University



NVH Control Issues in Electric Drive Systems

- Balancing electric drive weight, power density, efficiency, and NVH performance
- Noise issues and optimization of components such as motors, gears, and controllers
- NVH challenges and calibration methods brought by high-speed, high-voltage, and distributed electric drives

©Being Invited: NIO Inc. / Seres Group / XPeng Motors / Shenzhen Inovance Technology Co., Ltd. / United Automotive Electronic Systems Co., Ltd. / Viridi E-Mobility Technology (Ningbo) Co., Ltd. / Jing-Jin Electric Technologies Co., Ltd.

NVH Control Technology for New Energy Vehicle Thermal Management Systems

- Compressor NVH control technology
- Thermal management system NVH control technology

©Being Invited: Geely Automobile / Dongfeng Automobile

NVH Optimization for Hybrid Powertrains

- Case studies of NVH issues in hybrid powertrains across different driving modes
- NVH dynamic strategy optimization for changes in engine speed in hybrid vehicles
- NVH challenges and improvements in the energy-saving processes of hybrid vehicles

©Being Invited: BYD / Li Auto

Silent Future: Aerodynamic Acoustics Optimization Case Studies

- Research progress and optimization ideas for aerodynamic acoustics
- Breakthroughs in aerodynamic acoustics simulation and testing technologies

©Being Invited: Great Wall Motors / China National Heavy Duty Truck Group (CNHTC) / Jiangling Motors

Abnormal Noise Solutions and Diagnostic Methods

- Mechanisms of abnormal noise generation and sound source localization
- Design strategies for preventing abnormal noises
- Testing and optimization case studies for abnormal noise

©Being Invited: Guangzhou Automobile Group / Chery Automobile



June 4-5th

10th Automotive Safety Systems Conference

Regulatory Leadership in the Future of Automotive Safety

Euro NCAP / C-NCAP / C-IASI Next-Generation Regulations on Zero Gravity Seat Safety, Rear Occupant Protection, Virtual Testing, and Occupant Equality Requirements

©Being Invited: Euro NCAP/CATARC/CAERI

Future-Oriented Occupant Protection System Solutions

5G Communication for Big Data Connectivity Enhancing Safety System Performance and Comprehensive Occupant Protection

©Being Invited: GEELY

Safety Airbag Control System Based on Elastic Waves and Accelerometer Fusion

©Being Invited: Changan Automobile

New Safety Belt and Airbag Solutions for L4/L5 Autonomous Driving and Smart Cabin Revolution

©Being Invited: Yanfeng

AI Application in Automotive Safety Systems: Building Smart Safety Solutions

©Being Invited: Autoliv

Suitability and Future Development of Zero Gravity Seats with Surrounding Airbags, Top-mounted Airbags, Rear-mounted Airbags, Seat Cushion Airbags, and Adaptive Airbags

©Being Invited: ZF

Expansion of Application in Electric Bicycles, Motorcycles, and Other Fields

©Being Invited: Joyson Automotive Safety Systems (Shanghai) Co., Ltd.

Integration of Active and Passive Safety Development Technologies

©Being Invited: Bosch

Safety Systems Solutions for Female, Male, and Rear-Seat Child Dummies

©Being Invited: JIN HENG

Development of Multi-Signature Domestic Dummy Safety Technology

©Being Invited: CATARC

Interview: How Can Safety System Materials and Components Achieve Cost Reduction and Efficiency Gains Amid Cost-Cutting Trends?

©Being Invited: Yanfeng, Jiste Automotive, Jiangsu Huitai, Elkem

Miniaturized Integrated Gas Generator Development

©Being Invited: ARC QingHua (Xi'an Automotive Co.,Ltd)

Application of Environmental Materials in Restraint System Modules

©Being Invited: TSD

Human Body Model Research for Future Autonomous Driving Scenarios

©Being Invited: Humanetics

Simulation Acceleration and AI Smart Matching for Module Development

©Speaker Opportunities Open



Zero Gravity Seat Safety Development

Innovative Safety System Solutions for Zero Gravity Seats in Vehicle Motion

Zero Gravity Seat Fast Return Mechanism

How to Achieve Active-Passive Integration in Zero Gravity Seat Safety Control Strategies?

©Being Invited: JAC Group/Huawei/Yanfeng/ZF

Progress in Regulations for Zero Gravity Seat in Rear Impact and High-Recline Collisions

©Being Invited: CAERI

How to Protect Occupants in Rear-End, Side, and Rollover Situations with High-Recline Seats?

©Being Invited: BYD

Occupant Safety Research in High-Recline Seats

©Being Invited: GEELY

Cost-Effective Solutions for Preventing Neck Injury in High-Recline Seat Positions

© Speaker Opportunities Open



June 5th

4th Automotive Display Technologies Forum

Global Trends in the Automotive Display Market

©Being Invited: CINNO Research

Design Considerations for New Automotive Displays Based on User Needs

©Being Invited: Tianma Microelectronics Co., Ltd.

New Evolutionary Ideas from AI Large Models for Smart Cockpits

©Being Invited: ZEEKR

Light Field Virtual Image Technology: Breaking Physical Limitations in the Cockpit

©Being Invited: Huawei Technologies Co., Ltd.

Scenario-Driven Automotive Display Design for Luxury Brands

©Being Invited: FAW Hongqi

Smart Cockpit Hardware and Display Interaction Strategies in the Era of Electrification and Intelligence

©Being Invited: IM Motors

Smart Windows: Opening a New Era for the Intelligent Cockpit

©Being Invited: BOE Sensing Technology Co., Ltd.

Medium-Free Holographic Solutions for Automotive Intelligent Cockpits

©Being Invited: XHOLO

Demand-Driven Innovation: HKC Automotive Display Solutions

©Being Invited: HKC Co., Ltd., Automotive Display Division



June 5th

6th Head-up Display (HUD) Tech 2025

Development and Application of Full-screen AR-HUD

© Being Invited: Stellantis, HMI Solutions Manager, Aréf Antoine Tahhan

Next-generation Display Technology: Holographic Windshield Head-up Display

© Being Invited: Hyundai Mobis

Huayang's Latest Intelligent Display Solution: Insights into Users

© Being Invited: Huayang Multimedia

Enhancing Driving Safety with AR-HUD Technology

© Being Invited: Volvo Car Group, Technical Expert - Visual Performance and Display Technology, David Hermann

Upgrading the Experience of AR-HUD through Technological Innovation

© Being Invited: Huawei Technologies Co., Ltd.

"Entertainment + Safety" Integrated Solution for Intelligent Cockpit

© Being Invited: Valeo, Head of Platform Head-up Display, Eckhard Finger

Thoughts on the Human-vehicle Interaction Design of the Cockpit AR-HUD

© Being Invited: Geely Automobile

Optoelectronic Technology, Facilitating the Rapid Popularization and Application of AR-HUD

© Being Invited: Crystal-Optech

Challenges, Methods and Advantages of AR-based HUD Development

© Being Invited: rinf.tech

Vehicle-level All-digital LCOS Chip Facilitating the Development and Application of AR-HUD Industry

© Being Invited: XDMico

Utilizing Software to Construct a Brand-new On-board AR User Experience

© Being Invited: Neusoft Group / Advanced-realtime Technology

Improving the Driving Experience of AR-HUD with Efficient and Stable LED Light Sources

© Being Invited: ams OSRAM

Fully Automatic EOI Calibration Equipment Facilitating the Popularization of HUD Technology

© Being Invited: Roadrover Technology

Clearer and More Immersive - Waveguide - Optical Engine Combination Empowering AR-HUD

© Speaker Opportunities Open

Intelligent Optical Engine Facilitating the Development of HUD Products

© Being Invited: Goer Optics

Ready Vision QVUE & AR HUD: Changing the Windshield, Achieving Through-projection and Breaking the Boundary between the Real World and the Digital World

© Being Invited: Harman

Application and Case Sharing of Holographic Display Technology in the Intelligent Cockpit

© Invited Company: Shenzhen Photonic Crystal Technology Co., Ltd.

How Translucent Display Technology Better Enhances the User Experience of the Cockpit

© Speaker Opportunities Open



Flexible Photoelectric Mapping Display Film Empowering On-board Transparent Display

© Invited Company: [Jiangsu Uvat Technology Co., Ltd.](#)

Fusion of Safety and Visual Technology: Skyline Immersive Display Technology

© Invited Company: [Faurecia](#)

Application of Ultra Short Focal Length Transparent Window Display Technology

© Invited Company: [VST Optics](#)

Application and Development Prospect of Naked-eye 3D Light Field Display Technology in the On-board Field

© Invited Company: [Zhuhai Zhenxiang Optoelectronics](#)

Application Exploration of Interactive In-air Display Technology in the Intelligent Cockpit Field

© Invited Company: [Great Wall Motor / Easpeed Technology](#)

Flexible On-board Scroll Screen Empowering a New Immersive Intelligent Cockpit Experience

© [Speaker Opportunities Open](#)