



8-9
APRIL
2025

DVN INTERIOR 2025 KÖLN WORKSHOP

Progress in Interior UX & Sustainability
PULLMAN HOTEL - KÖLN, GERMANY

5th edition





8-9
APRIL
2025

*Driving Vision News has the pleasure to present this first year DVN Interior Workshop, with the associated theme that is "Progress in Interior UX & Sustainability".
Would you join us on 08-09, April 2025, in Köln, Germany?*

Driving Vision News has the pleasure to present this first year **DVN Interior Workshop**, with the associated theme that is **Progress in Interior UX & Sustainability**.

This workshop will take place **in Köln, in Germany, at the Pullman Hotel** - an automotive city at the center of Europe, which benefits from Ford's new carbon neutral Cologne EV Center that workshop DVN member participants will have the privilege of visiting.

This must-attend event will gather **over 200 participants, including OEMs, Tier #1s, technology suppliers, and industry leaders**. With a focus on enhancing user experience (UX) and advancing sustainable technology solutions, the workshop will feature a rich and engaging program:

3 exclusive keynotes:

- S&P Global Mobility - Sascha Klapper
- Yanfeng - Patrick Nebout, CTO
- Italdesign - Davide Casini, CTO

Thematic Sessions:

- Seating
- Materials & Sustainability
- Cockpit/HMI
- Driver Monitoring
- Interior Lighting & Decoration

Design Round Table:

- Trends in interior design and CMF

In addition to gaining insights from **30 expert lectures**, with OEM, Tier #1, Technology suppliers, Market Researcher and engaging in discussions on cutting-edge trends, the workshop offers unparalleled **networking opportunities and a chance to explore the latest innovations** in a vibrant, collaborative setting.

REGISTRATION ON DVN WEBSITE: www.drivingvisionnews.com

DVN members registration:

- 1 free entry for DVN Gold Members
- 3 free entries for DVN Platinum Members
-

Additional entries for DVN members:

- Entry fee: €1.500/pers

Registration for non-DVN members:

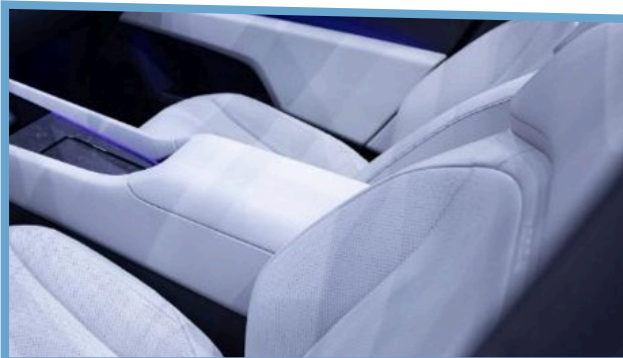
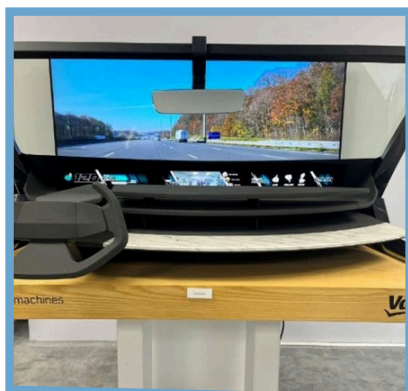
- Entry fee: €2,000/ pers

*For more information, please contact: Emilie Ogor Bonnet - DVN Marketing & Communication Director
ebonnet@drivingvisionnews.com*

REGISTER
NOW

DVN
Interior

8-9
APRIL
2025



EXHIBITION RATES

BOOTHS	SHELL - 4m2	BUSINESS - 10m2	PREMIUM - 15m2
RATES (exc. 20% VAT) in Euros	€4.900	€7.900	€10.500
Includes free invitations	x2	x3	x4
First speaker in selected session	NO	NO	YES
Company logo on website, program, booklet...	YES	YES	YES
Full A4 company advertising page in booklet	YES	YES	YES

For more information, please contact: **Emilie Ogor Bonnet - DVN Marketing & Communication Director**
ebonnet@drivingvisionnews.com

REGISTER
NOW



8-9
APRIL
2025

TUESDAY APRIL 8TH, 2025

- 08:30 AM** **Ford Köln Electric Center Visit**
- **DVN Interior members & exhibitors only - 1 person/company** - Limited places
 - *Meeting point for the bus: in front of the Pullman Hotel; Duration of the visit: 3h30'*
- 12:30 PM** **Registration and light lunch**
- 01:30 PM** **Welcome** - Philippe Aumont, DVN Interior General Editor
- 01:40 PM** **Keynote speeches**
- **S&P Global Mobility** - Sascha Klapper, Research and Analysis Manager
Automotive Seating Market Outlook – Evolution or Revolution?

Session 1: Seating

Chairwoman: Prof. Dr. Dipl.-Ing. Andrea Upmann, Professorin für Fahrzeuginterieur, University of Applied Sciences - Aachen

- 02:00 PM**
- **A2Mac1/LMI** - Arnaud Goy, Advanced Seating Product Manager & Andrew Leuchtmann, Senior Advisor
Seat Benchmarking Highlights Europe v/s Asia
 - **Diconium (VW Group)** - Guang Yang, Advanced UX Designer
The Throne on Wheels: The Evolving Role of In-Cabin Seating in China's Auto Market
 - **Grewus** - Fady Youssef, Project Manager
Haptic trends: Seat haptics
 - **Polycontact AG** - Oliver Kuerten, Head of Business Development
Seating Position Sensors
 - **Headis** - René Wegner, CEO
Active Seat: Sensor-Based In-Seat Gaming and Health Experiences
 - **Italdesign** - Francesco Ruocco, Project Leader Passive Safety
Process and product innovation: Italdesign on the cutting edge: Smart & Safe Child Seat featuring next gen connected latch
 - **SSAB** - Uwe Wolf, Technical Development Manager
Emission reduced steel for use in car-interiors
- Q&A**
- 03:30 PM** **Exhibitor Pitch**
- 04:00 PM** **Coffee break**

Session 2: Materials & Sustainability

Chairwoman: Olimpia Migliore, DVN Interior Consultant

- 04:45 PM**
- **Dow MobilityScience** - Dr Esther Quintanilla Lujan, Global MobilityScience Marketing Director, Alessia Pierini, MobilityScience™ Technical Service & Development PU Materials
How to design interiors with innovative circular materials solutions?
 - **Borealis** - Georg Grestenberger, Senior Application Marketing Manager – Mobility Interior
The Aesthetics of Recycled Polypropylene – New Opportunities and Challenges
 - **Marelli** - Kalpak Patakar, Director of Product Development, Interior
Sustainable innovations for car interiors
 - **Delo** - Christoph Appel, Product Manager
How UV-Curing Adhesives Enhance Sustainability and Energy Efficiency for Interior Lighting Applications
 - **Mocom** - Werner Aumüller, Business Development Manager Automotive
Sustainable interior solutions based on case studies
 - **Ascorium** - Florian Steinhäuser, Group Development Manager
CompoLite & ColoMotion: Lightweight & Premium Surfaces
 - **Trinseo** - Dr.-Ing. Oliver Becker, VP Global Technology & Innovation, Polymer Solutions
The Future of PC and PC/ABS in a Circular Economy
 - **Bcomp** - Johann Wacht, Manager Business Development & Strategic Customer Relationships
Transforming Automotive Interiors with Bcomp's Sustainable and High-Performance Natural Fibre Composites
- Q&A**
- 06:35 PM** **Conclusion of the day**
- 06:45 PM** **Cocktail & Gala dinner with DVN interior Awards**



8-9
APRIL
2025

WEDNESDAY APRIL 9, 2025 - MORNING

08:00 AM

Welcome breakfast

08:40 AM

Keynote speeches

- **Yanfeng** - Patrick Nebout, CTO
Automotive Interior China Perspective

Session 3: Cockpit/HMI

Chairman TBD

09:00 AM

- **Polestar** - Antonio Cobaleda Cordero, UX Research Lead, Design
UX done the Polestar way. Values and principles for a unique proposition
 - **Renault** - Xavier Chalandon, Master Expert HMI
User Experience: Overview of not So-Basic Basics
 - **Novares** - Hugo Mestre, Group Innovation Director
Active plastic - Smart shape for HMI solution
 - **Ceres Holographics** - Andy Travers, CEO & partners Eastman, Covestro
HoloFlekt® Windshield – For Safer Driving and New Display UX
 - **Elektrobit** - Frank Uhlig, Senior Manager UX/UI Design
SDV – from cloud to cockpit
 - **PolyIC/Kurz** - Dr. Wolfgang Clemens, Director Product Management
Plastic based touchscreen panels and display like switches in automotive HMI applications
 - **Antolin** - Demetrio Galindez, Global Product Development Manager, HMI
New challenges in the integration of HMI systems in Car Interior Trim
 - **Innowep** - Prof. Dr. Wolfgang Weinhold, CEO
To Touch or not to Touch – Quality Control Priority Based on HMI Design
 - **Tactotek** - Dr.-Ing. Dominique Heilborn, Director Automotive
IMSE by TactoTek: Series-Ready for Smarter, Cost-Effective Interiors
 - **Epicnpoc** - Pierre Sigrist, CEO-CTO & Olivier Cros, Sales Director
From SDV to Experience Defined Vehicle : test proof your innovation concepts
 - **Reichle Technologiezentrum** - Maximilian Blackwell, Head of Sales & Logistics
Laser Surface Treatment Technology - Merging Innovation, Luxury and Sustainability
- Q&A**

11:10 AM

Coffee break

11:50 AM

Keynote speech

- **Italdesign** - Davide Casini, CTO - *Process and product innovation: Italdesign on the cutting edge: Process innovation: Italdesign's Concept Lab - Digital r-evolution of Vehicle Development*

Session 4: Driver Monitoring

Chairman: Philippe Aumont, DVN Interior General Editor

12:00 PM

- **Valeo Brain Division** - Remi Mathieu, Product Marketing Manager
In-cabin monitoring embedded in Valeo Augmented Panovision
 - **Smart Eye** - Solmaz Shahmehri, Executive Vice President Automotive and Applied AI
Beyond the Driver: Evolving to Full-Cabin Intelligence
- Q&A**

12:45 PM

Lunch



8-9
APRIL
2025

WEDNESDAY APRIL 9, 2025 - AFTERNOON

Session 5: Interior Lighting & Decoration

Chairman: Carsten Befelein, DVN Interior Consultant

02:15 PM

- **ams OSRAM** - Michael Brandl, Director System Solution Engineering - Automotive Systems
Tomorrow's Interior is Today" focusing on light and associated sensing
 - **Yanfeng** - Thomas Lappoehn, Chief Engineer Lighting
Interior Lighting trends & use cases on the latest Yanfeng, XiM25 Concept Car
 - **Inova** - Gerhard Nill, Senior Technical Sales Manager
Iseled Alliance Further Developments
 - **NBHX Trim Group** - Thorsten Süß, Head of Global Design
What's Next? Design Trends in Car Interiors Decoration
 - **Brightek Optoelectronics** - Darren Kao, Assistant Vice President
A Smart Lighting Solution for MCU-Free Automotive Systems
 - **Mentor** - Markus Höner, Development Director
First series application of luminous textiles for surface lighting
 - **Macroblock** - Kerry Huang, Deputy Director of Sales Department
LED Driver IC for Smart Cockpit and Ambient Lighting
 - **Nissha** - Tino Theer, Development Engineer
Film-based technologies for advanced interior design and light integration
 - **Refond Optoelectronics** - Simon Song, Overseas Marketing Manager
MINI LED VS OLED in automotive backlighting application
 - **TechnoTeam** - Tanja Thiele, Application Engineer
Imaging colorimetry - One key factor to seamless interior lighting design
- [Q&A](#)

04:30 PM

Coffee break

Session 6: DESIGN - Interactive Round table

Chairman TBD

04:45 PM

Participants:

- Nøvd AB (ex Zeekr)** - Robert Streidieck, Interior Design & Lighting Expert
Geely Design - Kevin Mulligan, Light Specialist Studio Engineer
Diconium - Guang Yang, Product Designer UX/UI
NBHX Trim Group - Thorsten Süß, Global Director Design
Elektrobit - Frank Uhlig, Senior Manager UX/UI Design
- [Q&A](#)

05:25 PM

Conclusion of the day

05:30 PM

Closing

Disclaimer: The agenda of the workshop is subject to change. DVN reserves the right to modify the schedule, speakers, topics, and any other aspects of the event as necessary. DVN is not liable for any inconvenience or expenses incurred due to such changes. Attendees are encouraged to check for updates regularly.