



International Summit

AUTOMOTIVE INTERIOR & INTUITIVE VEHICLES SUMMIT 2024

HUMAN FACTORS-HMI-UX

9-10 October 2024 | Munich
Holiday Inn Munich City Centre

Hosted by:



TOYOTA BOSHOKU

Attending Companies:

CARIAD



JLR

Mercedes-Benz



SCANIA

ika | RWTH AACHEN
UNIVERSITY



DB

ZEEKR

Renault
Group

BMW
GROUP

AIRBUS



FORVIA
Inspiring mobility

Lynk & Co
Design

MotorSkins

verne

Yanfeng

Simoldes
Plastics

NIO

LILIUM

Sponsor: ProtoPie Uniphy SEKISUI



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Dear Colleagues,

Our industry stands at a **dynamic pivot point**, propelled by fast-evolving technologies, the electric revolution, and a conscious shift in consumer values with the expansion of sharing economy. While some view this as a tumultuous landscape, for those with foresight, it is an unparalleled **realm of opportunity** to forge new value paths and ignite innovation.

We, at Toyota Boshoku, are **privileged** to be the host of the 2024 RedCabin Automotive Interior & Intuitive Vehicles-Human Factors-HMI-UX Summit, **immersing you in the vibrant heartbeat of Munich**.

Join us as we ignite the collective spark of innovation. Share your vision for the future and immerse yourself in the wisdom of renowned experts tackling a tapestry of provocative topics, sure to refuel your own creative engine.

As host of this year's momentous summit, I eagerly anticipate **welcoming you** to Munich. Together, let us forge a **collaborative tapestry** that **propels our industry into a transformative future**.

Sincerely,

Richard Chung
Chief Chief Innovation Officer & Executive Chief, Mobility Space Planning Center
Toyota Boshoku Corporation



ADVISORY BOARD



**XAVIER
CHALANDON**

HMI Expert Leader
Renault Group



RICHARD CHUNG

Chief Innovation
Officer & Executive Chief,
Mobility Space Planning
Center
Toyota Boshoku



MATTHIAS POHL

Senior Project Manager,
Advanced Engineering
Interior, Integration
UI/UX
Mercedes-Benz



SAMUEL WIJK

HMI & UX Chief
Designer
Lynk & Co Design



**ANDREAS
WLASAK**

Vice President Design,
Consumer
Intelligence and User
Experience
Forvia

For further information, sponsorship or delegate registration please contact:

Erutode Rume, Director Business Development Automotive | erutode.rume@redcabin.de | Direct line: +49 30 99 40 489 16 | Mobile: +49 173 187 993 6

CONFIRMED SPEAKERS

XAVIER CHALANDON

HMI Expert Leader
Renault Group



RICHARD CHUNG

Chief Innovation Officer
& Executive Chief,
Mobility Space Planning Center
Toyota Boshoku



CERSTIN REILING

Lead Engineer Innovation
Toyota Boshoku Europe

DR. ASAF DEGANI

Technical Fellow
*General Motors Advanced
Technology Center*



AMKO LEENARTS

Chief Designer
Ford Europe



DOMINIQUE MASSONIÉ

Head of Software Internationalization
NOMI-EU
NIO



JIM NICHOLAS

CEO
Uniphy



VALERIAN MEIJERING

Subject Matter Expert
Extended Realities
Jaguar Land Rover



CAROLIN NUYTEN

Senior Design Manager –
Lead CMF Design Europe
Chery Europe



FACUNDO GUTIERREZ

Co-Founder/Managing Director
MotorSkins



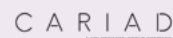
TONY KIM

CEO & Co-founder
ProtoPie



PHILIPP KRETSCHMANN

Head of HMI concepts
ADAS/AD (T3-KA)
Cariad a Volkswagen Group Company



SAMUEL WIJK

HMI & UX Chief Designer
LYNK & CO DESIGN



MARKUS QUARTA

Head of Technology & Innovation
ZEEKR Design



HAMED YAHYAEI

Senior UX, CX, Service Designer
*Scania Group and Europe Manager
IxDf (Interaction Design Foundation)*



MARIO THEIS

Director of Passenger Information,
Executive Process Owner
Deutsche Bahn



PATRICK NEBOUT

Chief Technology Officer
Yanfeng Technology



PAUL EDWARDS

Head of Advanced Design
Airbus



SAMIRA MOHAMADY

Full Vehicle Audio System Verification
and Validation Specialist
AUDI



ANDREAS WLASAK

VP Design, Consumer Intelligence
and User Experience
Forvia



ALBERTO CARUSO

Head of Design & Brand
Lilium



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CONFIRMED SPEAKERS

THOMAS LENNARTZ

Head of Vehicle
Concepts & HMI



CLAUS BERTRAM BONERZ

Group Leader Vehicle
Concepts & Mobility Systems
ika | RWTH Aachen University

PIERRE WEBSTER

Head of Interior Design
Verne



CHRISTIAN BAUER

Head of User Interface Design/
User Experience Design
BMW Group



JULIEN ROBIN

Research & Innovation Manager,
Germany
Simoldes Plastics



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SEKISUI in Europe is part of the Japanese holding company SEKISUI CHEMICAL Group. The European headquarters in Roermond, SEKISUI EUROPE B.V., acts as a connecting link between Japan and Europe and takes over the patronage of 8 European SEKISUI companies with 1000 experts.

A strong focus on tomorrow with innovative and sustainable high-performance solutions that will help improve people's lives – in Europe and all over the world.

Highly extensive product range: we offer ultra-lightweight automotive components, essential components for electrical appliances, long-lasting materials for urban environment and infrastructures, high-quality medical components, and much more. Automotive product range, which includes interior, exterior and electronic components for improved comfort, safety, durability and fuel efficiency.

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Uniphy Ltd is a user experience (UX) company, offering the means to change the face of smart technology and Human-Machine Interfaces (HMI) forever.

Smart technology has evolved well beyond the world of smart devices like phones and tablets. Through machine learning, IoT technology, and connectivity, we are watching the dawn of a connected world, where we can interact in a more meaningful way with a rapidly growing range of previously inanimate objects. Uniphy Ltd is at the forefront of transforming how that interaction happens. The company's intuitive, freeform-conforming touch interfaces allow brands to deliver an entirely new kind of user experience. Their patented technology removes traditional limitations on design and creativity in smart technology, and makes it easy for product designers to create beautiful freeform-conforming smart surfaces. Uniphy Ltd's technology delivers new opportunities for ground-breaking applications, and paves the way for its forward-thinking partners to drive an entirely new concept in UX.

SPONSOR



ProtoPie is a cutting-edge prototyping tool, ideal for the automotive industry, enabling the creation of highly interactive and realistic prototypes for vehicle interfaces.

ProtoPie allows for the simulation of complex in-car experiences, including touchscreens, infotainment systems, and digital dashboards. Its no-code interface empowers designers to easily incorporate advanced gestures, voice controls, and sensor integrations, making it perfect for demonstrating features like navigation systems, entertainment controls, and driver assistance technologies.

ProtoPie's ability to simulate real-world interactions and transitions helps teams test and refine their designs, ensuring a seamless user experience in modern vehicles. With robust collaboration features, automotive design teams can iterate quickly, gather feedback, and bring innovative concepts to life, accelerating the design process and enhancing the final product's usability and appeal.

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WHAT OUR PAST DELEGATES EXPERIENCED

„Excellent cross-industry discussion. Relevant presentations.
Engaging Workshops“

General Motors

„All participants discussed openly and were interested to learn
from each others experiences. The atmosphere was very pleasant
and user friendly.“

Geely Auto Technical Deutschland

„Great presentations. Concrete examples. Nice discussions.“
Hyundai Motor Europe Technical Center

„The organization and the location was very good.“
Mercedes-Benz

„Very good location, interesting speakers, focused topic.“
Volkswagen

„Perfect opportunity to get a better understanding and further
learning about the future of the technology.“
Jaguar Land Rover

„Many interesting conversations and interactive design.“
IKA / RWTH Aachen University

WHAT YOU WILL EXPERIENCE ON SITE

KEYNOTE SPEECH

Gain profound insights and learn from top industry experts,
encompassing OEMs, Tier 1, Software-IT, Electronics, Seat
Manufacturers, and Materials Suppliers.

PANEL DISCUSSION AND AUDIENCE Q&A

Benefit from deeper insights by attending panel discussions.
Share your ideas and thoughts with peers and receive feedback
from dedicated industry experts in this interactive session.

INTERACTIVE WORKING GROUP

Get an in-depth approach to these hands-on themes. Discuss,
brainstorm, elaborate and work together in this interactive session.

SPEED NETWORKING

Break the ice and get to know your industry peers in these
fast-paced one-to-one meetings. Greet each participant in this
series of brief exchanges and share your professional background.

EVENING RECEPTION

Join us for an enchanting Evening Networking Reception to
reflect on the highlights of the first summit day and broaden your
connections in a relaxed atmosphere.

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SUMMIT DAY 1 | WEDNESDAY 9 OCTOBER 2024

08:30 am CHECK-IN & COFFEE TO GO

08:30 am WHO IS WHO

*Get in touch with other experts before the conference starts.
Take a look at the business cards and photos while enjoying
your first conversational and networking experience.*

09:00 am **Welcome note by RedCabin and Summit Chairperson**

Jim Nicholas – CEO, Uniphy

PLENARY SESSION: Beyond the Drive

09:05 am **VISIONARY OPENING SPEECH BY OUR HOST**

Richard Chung – Chief Innovation Officer & Executive
Chief, Mobility Space Planning Center, *Toyota Boshoku*

09:20 am **IMPULSE: Car or Cabin – Who's driving Who...?**

Paul Edwards – Head of Advanced Design, *Airbus*

**FOLLOWED BY: Panel Discussion on „Beyond the Car –
Empowering Users to Navigate Multimodal Mobility“**

MODERATOR: **Richard Chung** – Chief Innovation Officer
& Executive Chief, Mobility Space Planning Center,
Toyota Boshoku

PANELISTS: **Mario Theis** – Director of Passenger
Information, Executive Process Owner, *Deutsche Bahn*

Paul Edwards – Head of Advanced Design, *Airbus*

Alberto Caruso – Head of Design & Brand, *Lilium*

Pierre Webster – Head of Interior Design, *Verne*

Christian Bauer – Head of User Interface Design/User
Experience Design, *BMW Group*

10:40 am **PRESENTATION: Future Automotive Cabin and Relevant
User Experience On-Board**

- Automotive key trends
- Chinese influence on automotive experience
- Smart cabin user experience by Yanfeng

Patrick Nebout – Chief Technology Officer, *Yanfeng
Technology*

11:10 am **SPEED NETWORKING & COFFEE BREAK**

*Engage in rapid-fire networking at our conference's Speed
Networking session! Connect with peers, exchange ideas,
and forge valuable connections in just a few minutes.*

PLENARY SESSION: Extended In-Car Experience & New Living Spaces

11:50 am **PRESENTATION: Augmented Reality Beyond Senses –
Exploring Advanced Reality in the Automotive Sector**

Valerian Meijering – Subject Matter Expert Extended
Reality | Cognitive Science, *Jaguar Land Rover*



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SUMMIT DAY 1 | WEDNESDAY 9 OCTOBER 2024

12:20 pm PRESENTATION: Textiles That Come to Life – Robotic Textiles for Next-Generation Car Interior Experiences

Facundo Gutierrez – Co-Founder/Managing Director, *MotorSkins*

12:40 pm NETWORKING BUSINESS LUNCH

01:35 pm PRESENTATION: Soundscapes on Wheels: The Evolution and Future of Automotive Audio Systems

Dr. Samira Mohamady – Full Vehicle Audio System Verification and Validation Specialist, *AUDI*

02:05 pm PRESENTATION: Insights in to creating Zeekr Stargate, LED Front Panel Light

Markus Quarta – Head of Technology & Innovation, *ZEEKR Design*

02:35 pm Start of the Interactive WORKING GROUP SESSION

The audience will be divided into three groups. Each group will attend all three interactive working groups.

WORKING GROUP – 1

02:40 pm How can illuminated surfaces enhance in-car experience?

HOSTED BY: **Cerstin Reiling** – Lead Engineer Innovation, *Toyota Boshoku Europe*

WORKING GROUP – 2

02:40 pm Smart Controls versus Tangible Switches

What advantages and disadvantages do smart controls bring compared to traditional physical switches? Alongside your peers, you will explore the advancements in vehicle function controls, discussing the challenges and opportunities.

HOSTED BY: **Julien Robin** – Research & Innovation Manager, Germany, *Simoldes Plastics*

WORKING GROUP – 3

02:40 pm Innovative Interiors with ShyTech: Where Technology Meets Design

Explore the concepts of „reserved“ and „persistent“ technology in the automotive sector. How can technologies appear and disappear to enhance user experience without maintaining a permanent presence?

HOSTED BY: **Thomas Lennartz** – Head of Vehicle Concepts & HMI, *ika | RWTH Aachen University*

Claus Bertram Bonerz – Group Leader Vehicle Concepts & Mobility Systems, *ika | RWTH Aachen University*

03:30 pm NETWORKING COFFEE BREAK

04:00 pm CONTINUING WITH WORKING GROUP 1, 2 & 3



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SUMMIT DAY 1 | WEDNESDAY 9 OCTOBER 2024

05:40 pm RESULTS

Each moderator of the interactive working group is presenting the outcome of their working group.

05:55 pm SUM UP OF THE DAY

by Summit Chair & Evening Reception Details

BUSTransPORT TO THE EVENING NETWORKING RECEPTION

06:30 pm Hotel Pickup at Holiday Inn Munich City Centre to Weitblick: Shuttle service departs, offering a convenient transfer to the evening networking reception for all participants.

07:00 pm EVENING NETWORKING RECEPTION

Join us for an enchanting Evening Networking Reception sponsored by Toyota Boshoku. Immerse yourself in a delightful atmosphere filled with networking opportunities, engaging conversations and a showcase of technological innovations.

09:30 pm Return Transfer to Holiday Inn Munich City Centre from Weitblick: Shuttle service departs, ensuring a convenient return to the hotel for all participants.

END OF SUMMIT DAY 1



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SUMMIT DAY 2 | THURSDAY 10 OCTOBER 2024

08:00 am CHECK-IN & COFFEE TO GO, SNACKS

08:20 am WELCOME NOTE by Summit Chairperson

Jim Nicholas – CEO, *Uniphy*

Interactive Session: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend both interactive working groups.*

WORKING GROUP – 1

08:30 am STUDENT CLUB

Students present their PhD and master's theses in the fields of UX/UI and interior design, aiming to challenge them in front of our professional audience.

WORKING GROUP – 2

08:30 am EXPERIENCE EXCHANGE FORUM: Human-Machine Interface: Key Considerations for the Future

- Future of ADAS HMI
- Key considerations for the future of ADAS UX
- Autonomous Driving: What Do Users Really Need or Want?
- Collaborative efforts among all OEMs to ensure HMI compatibility across all brands

- AI-Powered HMI Solutions: Current Innovations and Applications/Potentials for ADAS UX
- Introducing innovative technologies to enable software-definable HMIs

MODERATOR: **Philipp Kretschmann** – Head of HMI concepts ADAS/AD (T3-KA), *Cariad a Volkswagen Group Company*

09:30 am PLEASE CHOOSE ANOTHER WORKING GROUP

09:35 pm SECOND ROUND INTERACTIVE SESSIONS

10:35 am SHORT COFFEE BREAK & SNACKS

PLANERY SESSION: AI & Smart Vehicles Evolution

10:50 am PRESENTATION: AI-Driven Sound Technology: Voice Assistants from Control to Conversation

Dominique Massonié – Head of Software Internationalization, NOMI-EU, *NIO*

11:20 am PRESENTATION: Reducing Occupants' Discomfort During Autonomous Vehicles Rides

Dr. Asaf Degani – Technical Fellow, *General Motors Advanced Technology Center*



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SUMMIT DAY 2 | THURSDAY 10 OCTOBER 2024

12:00 am NETWORKING BUSINESS LUNCH

01:00 pm IMPULSE PRESENTATION: Surface – The Future of Luxury and Human-Product Interaction

Carolyn Nuyten – Senior Design Manager CMF – Lead CMF Design Europe, *Chery Europe*

01:20 pm STATEMENTS & POWER TALK: Shaping Automotive Brand Identity in the Digital Era

- Maintaining and Evolving Brand Identity Amidst Technological Shifts
- Impacts on Future Brand Perception, with a Focus on Europe, China, and Generation Z

MODERATOR: **Andreas Wlasak** – VP Design, Consumer Intelligence and User Experience, *Forvia*

PANELISTS: **Amko Leenarts** – Design Chief, *Ford Europe*

Carolyn Nuyten – Senior Design Manager CMF – Lead CMF Design Europe, *Chery Europe*

Samuel Wijk – HMI & UX Chief Designer, *Lynk & Co Design*

with audience discussion and Q&A

02:00 pm PRESENTATION: Validating Software-Hardware Integrated In-Car Experience Design

Tony Kim – CEO and Co-founder, *ProtoPie*

02:30 pm PRESENTATION: User Experience and Emotions: Overview of Some Not-So-Basic Basics

- Recall of Core Values in User Experience
- Intended vs. Experienced Experience
- Dynamic and Target Cycle of Experience
- Emotions Related to Pragmatic and Hedonic Appraisals
- Assessment of Emotions: Where We Stand So Far...

Xavier Chalandon – HMI Expert Lead, *Renault Group*

03:00 pm PRESENTATION: Future of UX/CX towards Customer Success

Hamed Yahyaei – Senior UX, CX, Service Designer, *Scania Group and Europe Manager, IxDF (Interaction Design Foundation)*

03:30 pm CLOSING REMARKS BY SUMMIT CHAIRMEN

03:45 pm END OF SUMMIT



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INVESTMENT PER DELEGATE

DATE	2 DAY CONFERENCE INVESTEMENT
ORIGINAL INVESTMENT	2.995 €

VENUE SUMMIT DAY 1 & DAY 2

Holiday Inn Munich City Centre

Hochstraße 3, 81669 München



Holiday Inn Munich City Centre

EVENING NETWORKING RECEPTION SUMMIT DAY 1

WEITBLICK EVENTLOCATION:

Rooftop Eventlocation

Sapporobogen 6-8, 80637 München

FOR FURTHER INFORMATION, SPONSORSHIP OR DELEGATE REGISTRATION PLEASE CONTACT:

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Weitblick Eventlocation München