Autonomous Vehicle INTERIOR DESIGN & TECHNOLOGY SYMPOSIUM 2016

OCTOBER 25 - 26, 2016
THE SUBURBAN COLLECTION SHOWPLACE, NOVI, MI, USA

The world’s only conference exclusively dedicated to designing and developing autonomous vehicle interiors

Your delegate pass includes:
Conference proceedings, coffee and lunch breaks + Networking evening

ON-SITE PROGRAM

www.autonomousvehicleinteriors.com
Welcome

Welcome to The Suburban Collection Showplace in Novi and to the first-ever Autonomous Vehicle Interior Design & Technology Symposium! Autonomous and driverless vehicle technology will present automotive designers and vehicle manufacturers with a completely new and radical approach to the way in which vehicle interiors are designed and operated. New technology will allow passengers to spend less time driving and more time doing other things, which could radically change the way consumers make their buying decisions.

Throughout the next two days, the team and I will be available to answer any of your questions regarding this year’s conference and the 2017 event. Samuel Gee has been responsible for putting together this year’s fantastic program, and you will find him and our technician in the speaker room, which is next to the conference rooms. Additional passes are available if any of your colleagues want to participate in this conference; please see our registration staff at the main entrance to purchase more passes. All the conference proceedings will be available online through our web portal a few days after the event, and we will supply all attendees and speakers with login and password details via email.

In addition to the packed conference program, we are offering a great networking opportunity – a free-to-attend drinks party exclusively for conference delegates and speakers, outside the conference rooms on Tuesday October 25 from 6pm.

In 2017 we will host the conference in Europe alongside our Automotive Testing Expo in Stuttgart, Germany, on June 20-21. If you are interested in speaking at the event please contact Samuel Gee in the speaker room; alternatively, you can contact him via email: samuel.gee@ukipme.com or by phone: +44 1306 871209.

In the meantime, I hope you enjoy the next couple of days and hope to see you in Stuttgart in 2017.

Mike Robinson, director, UKIP Media & Events Conference Division
DAY 1
TUESDAY OCTOBER 25

9.10am - 12.45pm - Keynote Presentations

Moderator Welcome and opening remarks
Chris Schreiner, director - user experience practice, Strategy Analytics Inc, USA

9.15am - In the driver’s seat: envisioning the diverse future of automotive
John Rousseau, executive director, Artefact, USA

Autonomous driving technologies, cloud computing and artificial intelligence are poised to radically disrupt automotive over the next two decades, and during the long road to universal adoption of AVs. Meanwhile, a wide range of complementary and compelling paradigms will emerge, including the evolution of individually owned vehicles, new shared services and new ownership models, among others. Multiple forms of ‘driving’ will co-exist for the first time, creating a diversity of choice and experience, as well as a high degree of complexity. How might these changes be reflected in the products themselves – from the interior to the HMI to the overall ethos of the vehicle? What might this mean for the future of driving, and the experience of mobility? This talk considers the diverse future of automotive, and applies a human-centered lens to the complex design problems posed by this evolution.

9.40am - The new autonomous experience: an inside view
David A Muyres, executive director, advanced product development, Yanfeng Automotive Interiors, USA

What will consumers expect from autonomous vehicles? What will the new mobility experience look like? What is driving this new consumer behavior? Why the interior plays such a key role.

10.05am - How autonomous vehicle interiors can understand the needs of vehicle occupants
Mall Benson, fueling innovation, Faurecia North America, USA

Active Wellness is one of the ways Faurecia is already pursuing new functionalities and designs in seating and interiors to address emerging issues related to driving connected/autonomous vehicles. Active Wellness can detect a driver’s stress levels and other physical responses by measuring heart and breathing patterns through sensors integrated into the seat. Based on these measurements, the system can initiate countermeasures – for example, employing a specific massage therapy or increasing seating ventilation – to improve the driver’s comfort level. This is aimed at reducing stress for autonomous car occupants.

10.30am - Q&A

10.45am - 11.15am - Break

11.15am - Are consumers ready and waiting for automated vehicles?
Kristin Kolodge, executive director director interaction and HMI, J.D. Power, USA

Understanding users’ interaction satisfaction with ADAS technology in their vehicles today will play a critical role for consumer interest in increasing levels of automation for the future and what that will mean for the vehicle’s interior. Within this session, Kristin will explore J.D. Power’s latest consumer research surrounding automotive usability trends regarding first-time ease of use vs. learned behavior. She will also reveal future and emerging technologies that consumers are seeking in their next vehicles.

11.40am - Are cars and drivers ready to go on autopilot? Some lessons from the airline cockpit
Dr Stephen M Casner, research psychologist - human systems integrations division, NASA Ames Research Center, USA

The arrival of passenger car automation resembles the introduction of automation to the airline cockpit. As technologies incrementally automated portions of the flying task, pilots were left to perform those tasks that engineers were still working toward automating. A number of problems have resulted from this process of gradual takeover of a job once performed entirely by humans. Pilots struggle to maintain awareness of a task with which they are no longer intimately involved, and of complex technologies that they do not fully understand. Particularly difficult problems arise when increasingly reliable autonomous systems reach the limits of their capabilities and require pilots to suddenly intervene and exercise skills that may have slipped away as a result of disuse. We argue that car automation will face these problems and more. We discuss problems that were observed as automation was introduced to the airline cockpit, and invite car designers and drivers to consider how they might play out as technology is gradually introduced in the coming generations of cars.

12.05pm - Intelligent UX design: leveraging data and analytics to create an integrated autonomous cockpit experience
Rashmi Rao, senior director, advanced engineering, Harman International, USA

The design of human-machine interface (HMI) systems is critical to the development of the vehicle of the future, with an intuitive display of data at the heart of the autonomous solution. This enables more seamless, natural interaction between the driver or passengers and the vehicle. With an estimated 69 million cars built with web-based hardware to be shipped by 2020, data overload is expected and must be easy to digest. This means that UX designers and engineers must have a critical edge to address how drivers can effectively and efficiently consume in-vehicle information – whether it be visually, aurally or even intuitively. In this session, Rashmi Rao, senior director of advanced engineering at Harman, will explain how UX designers can advance the integrated cockpit experience by engineering HMI systems that strike the perfect balance between data consumption and intelligent design in the vehicle. Through this approach, advanced product-focused solutions like interactive heads-up displays and auditory augmented reality are on track to drive the convergence of transportation and technology for a more intuitive and interactive HMI system.
12.30pm - Q&A

12.45pm - 2pm - Lunch

2pm - 6pm - Future interior visions and concepts
Moderator
Dr Stephen M Casner, research psychologist - human systems integrations division, NASA Ames Research Center, USA

2pm - What does the driven driver want to do and why?
Simon Thompson, HF specialist, Jaguar Land Rover, UK

We see the autonomous car taking away the boring and tedious parts of the journey and enabling drivers to perform tasks other than driving. We have asked our customers what they would like to do when they allow the car to drive them. A synopsis of data on the types of activities our vehicle users are interested in undertaking will be presented, along with the trends in the data that are likely to determine the HMI requirements for future vehicles. The presentation will also discuss display of information, the methods of interaction and the design of the vehicle needed to support this.

2.25pm - Future interior visions that complement disruptive technologies, industries and trends
Richard Hager, regional innovation/AE manager, Grupo Antolin, USA

Autonomous vehicles and mobility concepts are creating new goals and challenges in developing automotive interiors – but also creating new opportunities. What will future interiors look like as megatrends take hold? How will industries operating at different speeds come together and implement interiors that consumer want? Grupo Antolin is developing innovative, future-oriented solutions to convert today’s concepts and dreams into reality via improving life on board, creating smarter interiors, integrating greater, friendlier and more versatile technologies, and using new materials and processes to feel and enjoy the interior. This presentation will explore solutions that complement these concepts and trends.

2.50pm - The evolution of the vehicle cockpit
Timothy J Yerdon, head of global marketing and communications, Visteon Corporation, USA

As consumers’ expectations evolve and mobility needs change, how will the vehicle cockpit need to change? With the industry steering toward autonomous driving, automated solutions and new technologies will transform the vehicle cockpit environment. What will it look like? What are the ramifications – inside the vehicle – of having autonomous and driver-controlled vehicles on the roads during the transition? The presentation will provide insights into the evolving user experience inside the cockpit, and raise considerations for meeting the challenges ahead.

3.15pm - Autonomous vehicle interiors provide opportunities for differentiation and innovation
Carolyn Peters, associate professor of Transportation Design, College for Creative Studies, USA

This presentation will review some of the work undertaken at College for Creative Studies in Detroit, where Carolyn Peters is an associate professor in Transportation Design. Concepts include passengers being able to do something they don’t much do anymore: connect with family. Will AVs be able to rekindle family interaction so parents and caregivers can focus on children? The capacity for virtual change inside future AVs is also explored. Could we see the notion of a basic physical interior as a blank canvas for virtual change? These and other concepts will offer a thoughtful exploration of what future AV interiors may provide.

3.40pm - Q&A

4pm - 4.30pm - Break

4.30PM - 6PM PANEL DISCUSSION

How will the future of AV interiors develop?
Moderator:
Stephen M Casner, research psychologist - human systems integrations division, NASA Ames Research Center

Panel:
Timothy J Yerdon, head of global marketing and communications, Visteon Corporation, USA
Richard Hager, regional innovation/AE manager, Grupo Antolin, USA
Kristin Kolodge, executive director driver interaction and HMI, J.D. Power, USA
John Rousseau, executive director, Artefact Group, USA
9.10am - 12.45pm - User interaction with autonomous interiors  
Moderator  
Dr Stephen M Casner, research psychologist - human systems integrations division, NASA Ames Research Center, USA  

9.15am - Designing for comfort in automated vehicles  
Dr Cyriel Diels, senior lecturer - Human Factors, Coventry University - Centre for Mobility and Transport, UK

Vehicle automation has the potential to provide significant benefits to the user and society at large. From the user perspective, the main benefit will be the ability to engage in leisurely or economically productive non-driving tasks. However, the ability to do so in comfort is far from trivial given the unique conditions vehicle automation introduces and the subsequent demands it will place on its users. If automation fails to provide these benefits, the perceived value of this technology will be low and lead to automation disuse. This presentation will discuss the concept of comfort and implications for the interior design.

9.40am - From assisted to autonomous driving: an HMI perspective  
Olaf Preissner, head of UX automotive, Luxoft, GERMANY

Understand the HMI as the center of consumer experience of non-autonomous and autonomous driving. What is the effect on user experience during automated driving? Autonomous driving from an end-user/usability perspective. The presentation will discuss the paradigm shift in the driver-vehicle relationship with advanced automation – changing the driver’s role from ‘driving’ to ‘supervising’. Understand the specific HMI development challenges of autonomous driving and the requirements for a future HMI.

10.05am - UX of semi-autonomous HMI  
Chris Schreiner, director - user experience practice, Strategy Analytics Inc, USA

Strategy Analytics conducts consumer and expert evaluations of autonomous and semi-autonomous features, including park assist, traffic jam assist and autonomous highway driving. We examine how easily drivers can discover and activate each feature, how well the vehicle communicates system status, how well drivers manage handover of control, how natural the driving algorithm feels to the driver, along with issues of trust, acceptance, interest and willingness to pay. We will discuss the findings of some of our research and their implications for the future of semi-autonomous vehicles.

10.30am - Q&A

10.45am - 11.15am - Break

11.15am - Non-automotive influences: what can we learn?  
Dat Truong, senior strategy and technology consultant, P3 Group, USA

Consumer demand for familiar technology from today’s digital lifestyle has enabled non-traditional companies to disrupt the automotive industry. These outsiders as well as emerging business models and technological advancements from adjacent industries will continue to transform the transportation options of the future. Adjacent industries can offer insight into possible solutions to design challenges facing autonomous vehicle designers. The automotive community must embrace change and partner with technology leaders to successfully implement desirable and unique features to meet the expectations of the consumers of tomorrow. This presentation will examine broad consumer and technology influences on the interior of the future.

11.40am - Enhancing the passenger experience in autonomous vehicles using smart glass technologies  
Joseph Harary, president and CTO, Research Frontiers Inc, USA

Aircraft, trains and watercraft were the first experiences that people had with autonomously driven vehicles. As these industries evolved, and drivers became more like passengers, auto makers realized that they had to focus on the human element and enhancing the passenger experience. In a world where the systems on the vehicle have migrated to a BYOD (bring-your-own-device) model,
vehicle designers also must deal in new ways with making these devices more integrated with the passenger experience, and more readable inside the vehicle. In addition, almost every discussion of autonomously driven vehicles also focuses on ways to elegantly bring more information to passengers. This presentation will discuss these topics, review the three main types of smart window technologies that have been used to date in vehicles, and show how some of these technologies have been successfully used in various industries to achieve the three main goals outlined above. The presentation will also outline what these factors mean to the current and future design of autonomously driven vehicles.

12.05pm - Interior lighting – part of the intuitive driving experience
Patrick Graas, innovation & international development director, Valeo Lighting Special Products, BELGIUM

The automotive world is changing with automation, giving birth to new user experiences and new usages of technologies. Car occupants will benefit from the most advanced technologies providing adaptive and fit-for-use light. Driving tasks will be made easier by lighting appliances providing easy-to-catch information. Interior lighting will help drivers take over the control of their cars, by re-energizing them and refocusing their attention. This fantastic evolution will be made possible thanks to extensive use of noble materials, new light sources and new optical systems integrated with sensors and data processing devices in a global system.

12.30pm - Q&A
12.45pm - 2pm - Lunch
2pm - 5.30pm - Design implications of AV interiors
Moderator
Chris Schreiner, director - user experience practice, Strategy Analytics Inc, USA

2pm - How can we intuitively manage the transition between autonomous and manual modes of driving so as to eliminate mode confusion?
Dr Brian Lathrop, senior manager, test methods, Electronics Research Lab - Volkswagen Group of America, USA

If you've ever failed to realize that your car was in park when you hit the accelerator, or you've ever tried typing into the wrong window on your computer screen, you've been a victim of mode confusion. Mode confusion is said to be involved in 50% of airplane crashes, and mode confusion in a car is even more critical. Drivers are not usually highly trained professionals with hundreds of miles and many minutes to react to problems; they are also faced with dozens of problems every minute. Drivers of AVs need to be entirely clear whether they are manually driving or in autonomous mode. Any confusion in this context needs to be entirely eliminated for AVs to be safe. VW ERL has been addressing this and many other issues concerned with autonomous driving. This presentation will review how mode clarity can be designed in.

*This program may be subject to change.
BIographies

Prof Clive D’Souza, assistant professor, Industrial & Operations Engineering, University of Michigan, USA

Olaf Preissner, head of UX automotive, Luxoft, GERMANY

Patrick Graas, innovation & international development director, Valeo Lighting Special Products, BELGIUM

Dr Cyriel Diels, senior lecturer - Human Factors, Coventry University - Centre for Mobility and Transport, UK

Dat Truong, senior strategy and technology consultant, P3 Group, USA

Joseph Harary, president and CEO, Research Frontiers Inc, USA

Dr Stephen M Casner, research psychologist - human systems integrations division, NASA Ames Research Center, USA

Steve is a research psychologist at the NASA Ames Research Center. He holds BSc and MSc degrees in Computer Science, and a multidisciplinary PhD in Intelligent Systems from the University of Pittsburgh. Steve holds an FAA Airline Transport Pilot certificate and is the author of The Pilot's Guide to the Airline Cockpit.

Dr Cyriel Diels, senior lecturer - Human Factors, Coventry University - Centre for Mobility and Transport, UK

Cyriel completed a PhD in Human Factors at Loughborough University before joining TRL (Transport Research Laboratory) as a research scientist, working on driver behavior, distraction and simulation technology. Following this, he joined the research department at Jaguar Land Rover (JLR), focusing on the development and evaluation of automotive HMIs. In his current position at Coventry University’s Centre for Mobility and Transport, his research focuses on the human factors implications of automated and shared mobility, in particular the design for non-driving tasks.

Prof Clive D’Souza, assistant professor, Industrial & Operations Engineering, University of Michigan, USA

Clive is an assistant professor in the department of industrial and operations engineering. He joined the faculty in 2013 after earning a PhD in Industrial and Systems Engineering and an MSc in Mechanical Engineering from the University at Buffalo. Dr D’Souza conducts research in ergonomics and human factors to address human performance, safety and inclusive (universal) design concerns in human-in-the-loop systems analysis and design. He has extensive experience in the design and conduct of experiments to evaluate and model performance, behavior and coping strategies of people with diverse functional abilities, including wheelchair users, older adult users of walking aids, blind and visually impaired users for environmental design applications. His research also includes computer graphics programming, data visualization and digital human modeling for ergonomics and environmental design. This involves developing empirically based design resources and software tools for assisting designers and engineers in environment and product design that accommodates users of diverse functional abilities, i.e. inclusive design. Examples of ongoing and previous work include usability studies to evaluate and improve the design of environments that are constrained by space, time and/or user abilities, including public transportation systems and occupational environments. Clive is a recipient of the University at Buffalo Graduate School's Presidential Fellowship.

Dr Scott Gayzik, associate professor, Wake Forest University School of Medicine, USA

Scott Gayzik PhD is an associate professor at the Wake Forest University School of Medicine, and faculty in the Virginia Tech - Wake Forest Center for Injury Biomechanics. He is PI of the Full Body Models Center of Expertise of the Global Human Body Models Consortium (GHBMC), an industry-sponsored, government-supported effort to develop a suite of finite element human body models for crash injury prediction and prevention. He also PI or co-PI of several Department of Defense-sponsored initiatives related to human body modeling and their application in the military arena. Dr Gayzik completed his BSc and MSc degrees in Mechanical Engineering at Virginia Tech. In 2008 he completed his PhD at the Virginia Tech – Wake Forest School of Biomedical Engineering and Sciences. He has published extensively in the field, and serves on scientific review committees for AAAM and IRCOBI.

Matt Benson, fueling innovation, Faurecia North America, USA

Matthew leads ‘Fueling’ for Faurecia’s xWorks team, a cross-functional product and business incubator focusing on strategic innovation, with offices in Michigan, Shanghai, Munich and Silicon Valley. xWorks identifies and incubates game-changing products, technologies and businesses for the automotive industry. Matt’s previous experience includes a variety of consulting and corporate roles involving user experience, business development, product strategy and business planning across a range of industries. He holds a BSc in Industrial & Systems Engineering from Virginia Tech.
Patrick Graas, innovation & international development director, Valeo Lighting Special Products, Belgium

Patrick graduated in 1981 from the Ecole Polytechnique de Louvain, Belgium, and later completed a post-graduate degree at HEC Saint Louis Brussels, Belgium. After six years as production and process manager at Thomson France and Saunier Duval Belgium, he joined Valeo Lighting in 1990 as quality director of the Belgian site, where an R&D department had been created to develop the auxiliary lamps and truck lighting businesses. From 1994-1996 he worked at the Korean site of Valeo Power Transmission, before returning to Belgium as project and R&D director managing the incredible evolution of lighting technologies and business globalization. Since 2014 he has focused his activities in the innovation field, with special attention to auxiliary lamps and interior lighting, a new domain full of opportunities and challenges.

Richard Hager, regional innovation/AE manager, Grupo Antolin, USA

Richard is responsible for Grupo Antolin’s North American innovation and advanced engineering. For over 30 years he has progressed through many roles including business and acquisition strategy development, engineering management, advanced technology conceiving, and product and manufacturing engineering. These experiences have led to new interior concepts, product line strategy decisions, successful product launches and new processing techniques. In the 1980s, 1990s and 2000s Rich held technical and manufacturing positions at Shellter Globe, UTA and Sommer Allibert. He holds a BSc in Mechanical Engineering from GMI Engineering & Management Institute.

Joseph Harary, president and CEO, Research Frontiers Inc, USA

Joe joined Research Frontiers Inc as its vice president and general counsel in 1992, and has been a director of the company since 1993. After various promotions, he became president and CEO in 2002, and CEO in 2009. He has actively managed and directed all aspects of the company's business, including licensing, raising private and public equity capital, marketing and government relations. He has been the keynote speaker at the last two automotive glazing conferences in Stuttgart and Detroit, the keynote at the Smart Glass Conference in Santa Clara, and a presenter at ID TechEx Energy Harvesting Europe as well as GlassTec. He also teaches Leadership and Entrepreneurship.

Kristin Kolodge, executive director driver interaction and HMI, J.D. Power, USA

Kristin is responsible for developing a new HMI practice at J.D. Power and monitoring customer insights, and perceptions and behaviors of the consumers interacting with the technology in their vehicles and around them. Prior to joining J.D. Power in 2014, she was senior manager of HMI and ergonomics at Fiat Chrysler. She spent the majority of her 18 years at the company developing automotive features that enhance the customer interface by optimizing ergonomics, intuitiveness and usability. She led the development of the vehicle HMI process that integrated human factors, ergonomics and cognitive analysis into actionable design direction. She also served as senior manager of product investigations and campaigns, responsible for conducting technical investigations on products related to vehicle safety and compliance and making recommendations regarding potential field campaign actions. She received a Bachelor’s degree in Mechanical Engineering from Michigan Technological University and a Master’s degree in Engineering Management from the University of Michigan.

Dr Brian Lathrop, senior manager, test methods, Electronics Research Lab - Volkswagen Group of America, USA

Brian is the senior principal scientist for the technology and trend scouting team at Volkswagen. In 2003 he received his PhD in Cognitive Science from the University of California, Santa Cruz. In 2004 he joined VW and was responsible for human factors and usability testing activities for infotainment and driver assistance systems. In 2008 he became the senior manager of the HMI team at the ERL, responsible for defining the vision, roadmap and overall strategy. He has led many projects focused on reinventing the vehicle cockpit of tomorrow, realizing advanced infotainment controls, futuristic displays, gaze- and gesture-dependent interfaces and HMI concepts for self-driving cars. In 2016 Brian joined the technology and trend scouting team, focused on transforming customer insights into user-friendly products.

David A Muyres, executive director, advanced product development, Yanfeng Automotive Interiors, USA

David is currently the executive director of global product innovation at Yanfeng Automotive Interiors. In this role, he is responsible for the ideation and development of unique automotive interior product solutions across Yanfeng’s broad portfolio. Throughout his career, he has held various product development leadership positions in the USA, Europe and Asia. He previously held the position of vice president, educational initiatives, for Art Center College of Design and directed the annual Art Center Sustainable Mobility Summits. He has spoken about the future of transportation and sustainable mobility at events around the world. He co-founded OnGoingTransportation, assisted in the launch of the NewNorth Center for Design in Business in Michigan, and worked with Hunt Green LLC in Washington DC to facilitate sustainable mobility solutions into newly emerging national policy. In 2009 he testified before Congressman Ed Markey’s subcommittee on the future of the transportation industry, and subsequently co-authored a white paper titled Mobilizing America’s Transportation Revolution. He is a graduate of the Art Center College of Design, and studied Mechanical Engineering at Rensselaer Polytechnic Institute.

Carolyn Peters, associate professor of Transportation Design, College for Creative Studies, USA

Carolyn graduated from the industrial design department at the Product Art Center College of Design in 1980. She was hired by the Consumer Products Division at Texas Instruments in Lubbock, Texas, and won a Consumer Electronics Design Award in 1981 for the first 16-bit personal home computer and plug-and-play peripheral expansion box, the TI 99/4A. In 1982 Carolyn moved to Michigan and worked as a senior designer for General Motors in the Automotive Interior Design Studios of Oldsmobile, Cadillac and Saturn. While at General Motors, she designed advanced electronic displays and interiors for show vehicles including the 1985 Cadillac Dual Cowl Phaeton PPG Pace Car for the CART/Indy Car Series. In 1989 she began a design consultancy, Peters Design. She has consulted for Larry Shinoda Design, Alpha Romeo, Roger Penske and Collins & Aikman. Carolyn is also a full-time consultant for Milliken Fabrics, creating design presentations for General Motors, Ford and Chrysler. Since 2009 she has collaborated with a local engineering firm, Sub Q, to accomplish all product design and packaging solutions for prototyped products. With 30 years’ design experience, Carolyn has been teaching at CCS full time since 2006.
Olaf Preissner, head of UX automotive, Luxoft, Germany

As an initiator and part of the Creative Lab, Olaf is responsible for all automotive and innovation projects at Luxoft across the company’s different locations. His focus is to develop state-of-the-art and process-optimized solutions for advanced infotainment solutions. Since 2012 he has been head of UX design automotive and innovation, responsible for design, ergonomics and development of head-unit, instrument cluster, HUD for series production, prototypes and research and innovations. From 2003 to 2012 he was manager design/human factors at Harman Automotive Division, responsible for design, ergonomics and development of consumer products and driver information systems in close collaboration with multinational project teams. From 2000 to 2003 he was team leader design at Computer Aided Animation AG, where he established and led a design team to develop innovative consumer products and driver information systems. From 1999 to 2000 he was project leader automotive at Computer Aided Animation AG, where he led design and development of instrument clusters.

Rashmi Rao, senior director, advanced engineering, Harman International, USA

Rashmi is currently senior director, advanced engineering. She has over 15 years’ experience in automotive, consumer electronics and commercial product development, including design system-driver interfaces; providing HMI and ergonomic guidance to engineers; conducting user experience assessment; designing, organizing and conducting user trials; reviewing and creating internal HMI standards; and developing technology and feature HMI strategy. Her work has included the design of the first near production HMI for the head-up display and navigation system for a high end luxury vehicle and the first HMI design for a connected vehicle. She has successfully led projects globally for OEMs and automotive electronics companies. In her most recent role at Harman, she has led the team responsible for the design of the first near-production HMI for the head-up display and navigation system for a high-end luxury vehicle. She has also led projects for automotive electronics companies. Prior to that, she was technology lead at Qualcomm, working on next-generation Mirasol display technologies. She has a Master’s degree in Manufacturing Systems from the University of Texas at Austin and a Bachelor’s degree in Mechanical Engineering from the University of Michigan.

Chris Schreiner, director - user experience practice, Strategy Analytics Inc, USA

As director of the Automotive Consumer Insights service, Chris is responsible for supporting clients in the automotive industry in developing their user experience strategies. His areas of research include HMI, connected vehicles, location-based services, contextual awareness and driver distraction. Chris has over 15 years’ experience in human factors and consumer research, and has successfully led projects globally for clients in the automotive and wireless industries. Prior to joining Strategy Analytics in 2008, Chris worked at Mobotora, OnStar and the Virginia Tech Transportation Institute. He holds an MA in Cognitive Psychology from Miami University in Oxford, Ohio.

Simon Thompson, HF specialist, Jaguar Land Rover, UK

Simon has been an ergonomist and HMI specialist in the human factors team at Jaguar Land Rover since 2006. From 2014 to 2015 he was also Jaguar Land Rover visiting scientist at MIT Media Lab. From 2001 to 2006 he was an HMI specialist and ergonomist in the intelligent transport department at Transport Research Laboratory (TRL) Ltd. Simon is currently responsible for research projects and activities including; designing system-driver interfaces; providing HMI and ergonomic guidance to engineers; conducting user experience assessment; designing, organizing and conducting user trials; reviewing and creating internal HMI standards; and developing technology and feature HMI strategies. Working as part of the JLR team, he is responsible for the full range of research activities, including HMI projects (input/output technologies), infotainment systems, chassis systems, powertrain systems, etc.

Dat Truong, senior strategy and technology consultant, P3 Group, USA

Dat has worked with emerging technologies for most of his career, including infotainment, automotive HMI, telematics and connected services. At P3, Dat has successfully helped suppliers and OEMs develop and implement strategy for infotainment and connected technologies, as well as advised technical organizations on how to manage complex technologies.

Timothy J Yerdon, head of global marketing and communications, Visteon Corporation, USA

Tim is responsible for developing and implementing Visteon’s global brand strategy and its marketing strategies for new and existing products. His role includes driving upstream commercial engagement through various customer experiences – all aimed at helping Visteon deliver an unmatched vehicle cockpit electronics user experience. He also leads communications with key Visteon stakeholders including customers, suppliers, partners and employees. Leveraging his background in engineering and innovation, Tim fosters collaborative efforts with technology/industry partners and government agencies to advance growth beyond traditional automotive electronics into the Internet of Things. He has more than 20 years’ automotive experience and is an established innovation leader, developing several first-to-market vehicle and product concepts. Previously he led the design experience, advanced cockpit electronics, advanced driver awareness systems and the InnovationWorks organization. He has held various positions in manufacturing, product development, program management and racing at both Visteon and Ford Motor Co. He serves on the board of directors for the automotive electronics division of the Consumer Electronics Association (CEA), and chairs the MICHAuto/Detroit Regional Chamber talent and retention committee. He is also co-inventor on several patents awarded or pending in manufacturing, powertrain, electronics and interiors. He has a Master’s degree in Management from the University of Michigan and a Bachelor’s degree in Mechanical Engineering Technology from Penn State University.
Autonomous Vehicle Interior Design & Technology Symposium 2017

The Future of Autonomous Vehicle Interiors

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For more information about the Autonomous Vehicle Interior Design & Technology Symposium 2017, please contact Samuel Gee, conference director: samuel.gee@ukipme.com
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