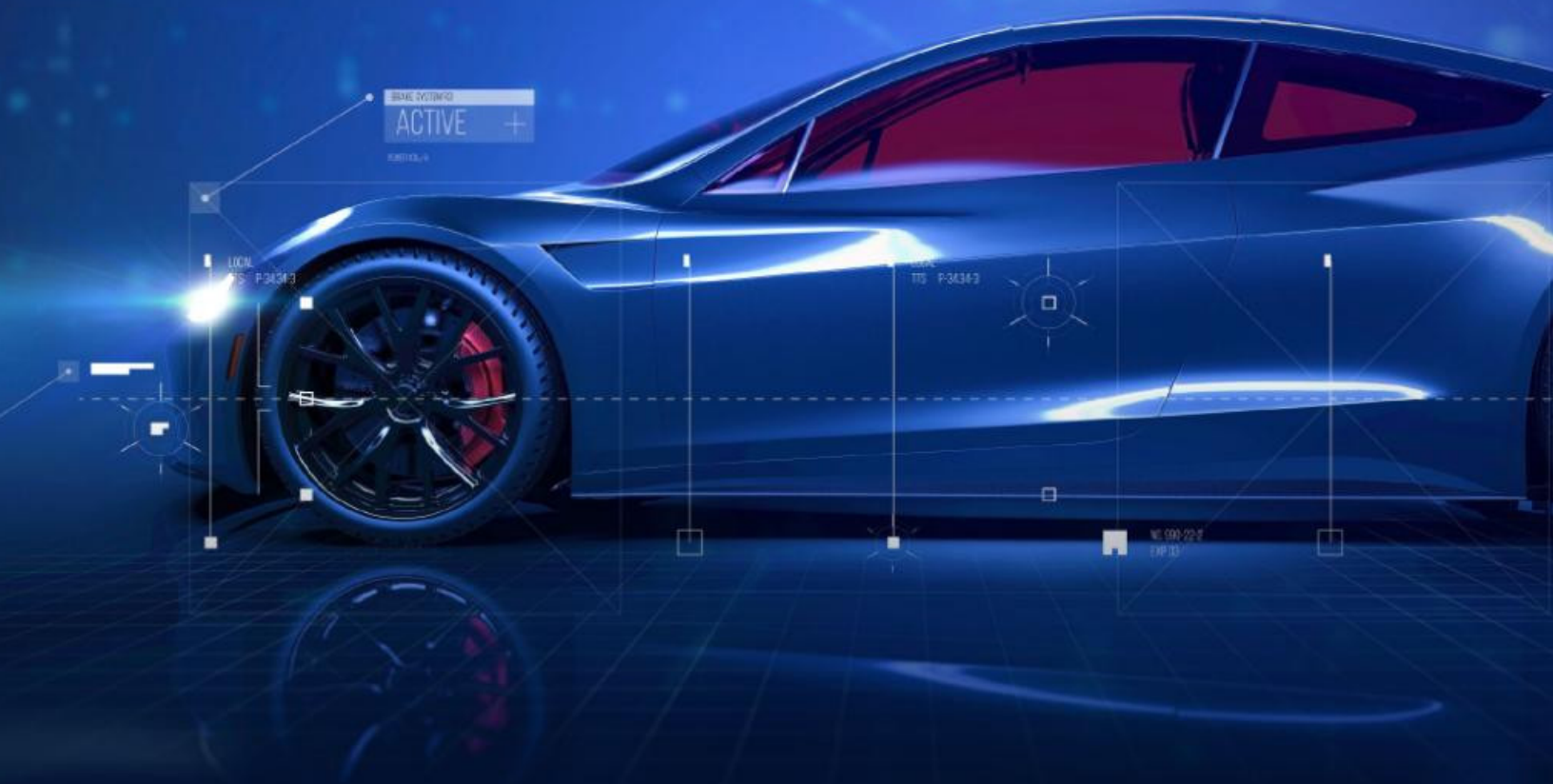


LIGHTING DESIGN FOR MOBILITY

OCTOBER 6-7, 2020 | ONLINE



www.automotive-iq.com/events-autoadvancedlighting

Speakers

Steve Lietaert, President, Hella	John Orisich, Advanced Technology Manager, Valeo
Courtney P. Hewitt, Head of Technical Business Development & Design, Americas, OSRAM Continental	Brant Potter, Principle Optical Engineer, Valeo
David Egly, Stylist, Valeo	Sascha Klapper, Subject Matter Expert and Product Manager, Vehicle Lighting Components, IHS Markit Automotive
Jeff Simchak, Advanced Optical/Electrical Engineer, Flex & Gate	Frank Schwartz, Principal, Advanced Automotive Consulting Services (AACS)

Day One

October 6th, 2020

12:00	<p>ADVANCING MONOLITHIC POWER SYSTEMS TO ADDRESS ALL TYPES OF AUTOMOTIVE LIGHTING NEEDS</p> <ul style="list-style-type: none"> • Learn how to integrate with flexibility and adjustable dimming modes • Enhancing safety with fault detection features • Designing cost effective LED head lamps with everything inside <p>John Orisich, Advanced Technology Manager, Valeo Brant Potter, Principle Optical Engineer, Valeo</p>
12:30	<p>UPGRADING SYSTEM INTEGRATION TO ENHANCE VEHICLE SAFETY & PASSENGER EXPERIENCE</p> <ul style="list-style-type: none"> • Increasing passenger awareness of oncoming hazards through sensors • Enhancing System to system interaction to improve vehicle communication <p>Advancing interior lighting to have passengers distracted</p>
1:00	<p>HARNESSING THE POWER OF DESIGN AND TECHNOLOGY TO CREATE A LIGHTING SYMPHONY</p> <ul style="list-style-type: none"> • Address evolving mobility trends through smart, dynamic lighting solutions • Create enhanced user experiences with personalized, choreographed illumination scenarios • Increase safety and communication opportunities through the use of connectivity and projected light <p>Courtney P. Hewitt, Head of Technical Business Development & Design, Americas, OSRAM Continental</p>
1:30	<p>FIRESIDE CHAT: DESIGNING THE FUTURE OF INTERIOR & EXTERIOR LIGHTING</p> <ul style="list-style-type: none"> • How COVID-19 impacts lighting design • Best practices to balance design and safety • Evaluate the cost benefits of sustainable materials to support product development • Identifying tools and applications that can enhance innovation <p>Frank Schwartz, Principal, Advanced Automotive Consulting Services (AACS) Sascha Klapper, Subject Matter Expert and Product Manager, Vehicle Lighting Components, IHS Markit Automotive</p>

Day Two

October 7th, 2020

- 12:00 | LEVERAGING AMBIENT & MOOD FORMS OF LIGHTING TO ENHANCE USER EXPERIENCE
- How can mood lighting impact user experience
 - Review a case study on how ambient lighting affects road rage
 - Evaluate the outcomes & benefits it brought too user experience
- David Egly, Stylist, **Valeo**
- 12:30 | ADVANCING MONOLITHIC POWER SYSTEMS TO ADDRESS ALL TYPES OF AUTOMOTIVE LIGHTING NEEDS
- Learn how to integrate with flexibility and adjustable dimming modes
 - Enhancing safety with fault detection features
 - Designing cost effective LED head lamps with everything inside
- 1:00 | CREATING THE LIGHTING EXPERIENCE OF THE FUTURE
- Industry update on interior lighting and its role in Autonomous Vehicles
 - Priorities and 2020 vision for creating personalized customer experience
 - Building a supply chain that meets your scaling needs
- Steve Lietaert, President, **Hella**
- 1:30 | THE BALANCING ACT OF OPTICAL DESIGN IN TODAY'S MARKET
- Get an in depth viewpoint on the challenges associated with balancing size, cost, efficiency
 - Explore alternative materials and future optical design concepts to increase vehicle performance
 - Join in the discussion on delivering high performance products
- Jeff Simchak, Advanced Optical/Electrical Engineer, **Flex & Gate**

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ALL END-USERS CAN ATTEND AT NO COST

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