



# NEW CABIN TECHNOLOGIES 2023

SEPTEMBER 15TH IN NOVI, MICHIGAN

SHERATON DETROIT NOVI HOTEL

**REGISTER NOW TO ATTEND**

**itB**  
GROUP  
*when technology matters*

SPONSORED BY:



[WWW.ITBGROUP.COM](http://WWW.ITBGROUP.COM)



# NEW CABIN TECHNOLOGIES 2023

7:30 a.m. **Registration, Networking, and Continental Breakfast**

8:20 a.m. **Welcome and Opening Remarks**  
*Darren Nowak, Director, Research & Analysis*  
**The ITB Group**

## Functional Featurization

8:30 a.m. **Needs, Challenges and Film-based Solutions for Functional Decoparts**  
*Paul Rye, Sales Manager*  
**KURZ Transfer Products**

With the continued evolution of functional touch surfaces, KURZ will outline the technical challenges faced by traditional film materials and part processing methods. Ideas that evolve current part processing techniques and offer unique solutions for backlighting, touch integration and anti-microbial performance for molded part applications will be showcased.

8:55 a.m. **Can You Imagine Heating Each Interior Surface? We Can!**  
*Reto Hegelbach, Corporate Manager Smart Fabrics*  
**SEFAR**

With the unique design and construction of SEFAR PowerHeat®, it is now possible to integrate surface heating parts in existing injection molding processes. An overview of this new lightweight material, interior comfort enhancements, and specific design and engineering benefits will be presented.

9:15 a.m. **What do Our Users Demand from an HMI?**  
*Samuel Wijk, HMI & UX Chief Designer*  
**Lynk&Co Design**

Crucial factors that influence user demands in the realm of Human-Machine Interface (HMI) and User Experience (UX) will be presented. The significance of branded touchpoints, design coherency, and the overall importance of a branded HMI will be highlighted.

9:45 a.m. **Networking Break**

## Dynamic, Lightweight, Sustainable

10:20 a.m. **Automotive Smart Windows Enabled by Lightweight and Biaxially Formable Tintable Liquid Crystal Films**  
*Erin McDowell, Chief Revenue Officer*  
**FlexEnable**

For the automotive sector, tintable windows not only serve to adjust brightness levels and create privacy passenger comfort, but also allow heat load to be better controlled by blocking the sun's rays. This presentation will describe smart tintable film technology, applications, vehicle range, and passenger benefits.

10:40 a.m. **Bio-VERA™: Revolutionizing Cabin Materials with Sustainable Biomaterial Innovation**  
*Jeff Smith, SVP & GM BioMaterials*  
**Modern Meadow**

Modern Meadow has recently developed a new material, Bio-VERA™, that aligns with the tanning industry's know-how and offers a sustainable, faster, and simplified process compared to traditional leather. This presentation will review the material performance, haptics, scalability, and provide an overview of the preliminary lifecycle analysis.

11:00 a.m. **Enabling Dynamic and Functional Lighting Integration through Genuine Materials**  
*Karen Guzman, Mobility Marketing Manager*  
**Covestro**

An overview of vehicle surface trends including technology driven, colorful, depth-of-image effects with light, touch and/or gesture integration as a styling element in complex designs will be provided. How to achieve these design cues using high-performance polycarbonate blends will be presented.

11:20 a.m. **KEYNOTE PRESENTATION** ←  
**XIM23S – Digital Luxury**  
*Jeff Stout, Executive Director, Global innovation*  
**Yanfeng Automotive Technology**

As society continues to redefine quality of life, how does the intersection of digital solutions and luxury manifest itself in the interior experience of the future? This keynote will be an extensive overview of ways technologies support future use cases across the entirety of the interior at this intersection of digital and luxury.

12:00 p.m. **Lunch**

## Human Centered Use Cases

1:10 p.m. **A (Re)Moveable Knob for Maximum Flexibility in Vehicle Interiors**  
*Nick Lontscharitsch, President*  
**Preh**

Pure touchscreen operation in the vehicle offers a high degree of flexibility for HMI design but leads to more driver distraction as eyes-off-road time increases substantially compared to the operation of knobs and buttons. At Preh, a combination of both approaches is considered the golden road. The next revolutionary step is a new haptic experience and high operational flexibility with an innovative movable – and even removable – rotary knob.

**Presentations will be made available to conference attendees two weeks after the conference has concluded AND when provided permission by the speaker**

**1:40 p.m. Mobility UX for All**  
*Richard Chung, Chief Branding Officer*  
**Toyota Boshoku**  
 Toyota Boshoku has developed comprehensive user experience solutions for the vehicle interior space, designed to enhance experience, not only for rideshare users but also for individuals without access to rideshare services. By integrating innovative UX features, the solutions enable users to maximize their productivity, well-being, and enjoyment, ultimately delivering an unparalleled quality of time and space.

**2:10 p.m. Smart Surfaces for HMI**  
*Javier Cuadrado, Business Development*  
**Antolin**  
 The presentation focuses on the integration of decorative, lighting, and touch elements to create fully functional HMI systems. Applications from the CES awarded Vehicle Access System will be highlighted and emerging trends in decorative finishes will be addressed.

**2:40 p.m. Networking Break**

**Integration, Software, and Beyond**

**3:00 p.m. In-cabin Occupant Sensing**  
*Dr. Ramesh Nepal, Radar Engineer*  
**Alps Alpine**  
 Radar sensors can provide solutions to in-cabin occupant sensing, however precise sensing requires more. This presentation will examine raw radar

**3:30 p.m. Inspiring Mobility and Cockpit Evolution through Meaningful User Experience and Interior Integration**  
*Maggie Kasper, Advanced Sales Manager Surface Activation, North America*  
**FORVIA**

The product 'car' is evolving to support both extremes of hyper-connected or truly disconnected scenarios for surface activation. The presentation will propose a meaningful combination of innovations, sustainability, natural human interaction, and Third Place ambiance in alignment with regulations, packaging, feasibility, and cost.

**4:00 p.m. Software Defined Interior Experience**  
*Nate Sladek, VP, Electronic Systems Strategy and Product Management*  
**Marelli**

This presentation will examine emerging software defined display technologies and the need to strike a balance between an immersive interior experience while minimizing driver distraction. The potential for AI to enable the interior to serve individual user preferences and needs, creating a more personalized and tailored experience, will also be explored.

**4:30 p.m. Closing Remarks**

**EXHIBITORS TO-DATE**

**COVESTRO**

**KURZ TRANSFER PRODUCTS**

**MODERN MEADOW**



**NEW CABIN TECHNOLOGIES 2023**

**IN-PERSON**

**FRIDAY, SEPTEMBER 15, 2023**  
**THE SHERATON DETROIT NOVI HOTEL**

**REGISTER TO ATTEND AT [WWW.ITBGROUP.COM](http://WWW.ITBGROUP.COM)**

**FEE: \$845 USD PER PERSON**



37525 Enterprise Court  
 Farmington Hills, Michigan 48331, U.S.A.  
 Telephone: (1) 248-380-6310 • E-mail: [email@itbgroup.com](mailto:email@itbgroup.com)  
[www.itbgroup.com](http://www.itbgroup.com)  
 U.S.A. • Europe • Asia