



CAR HMI concepts & systems 2014

HMI Concepts for Autonomous Driving | Augmented Reality | Voice Control & Speech Recognition | Multimodal Interface Management

June, 26 – 27, 2014 | RAMADA Hotel Berlin, Germany | <http://car-hmi2014.we-conect.com>

Nowadays **Human Machine Interfaces (HMI)** provide both safe and enjoyable driving. In order to improve the interaction between drivers and their vehicles, the automotive industry is going through a HMI-revolution to change the way drivers and passengers interact with their cars.

In this regard, **we.CONECT** is again hosting the [Car HMI concepts & systems conference](#) in June 2014 in Berlin to tackle strategic approaches and new technologies on how to improve HMI development, concepts & systems in automotive HMI, manage an increasing application infrastructure in the car and create the ultimate user experience design. **More than 130 board-level attendees** from major OEMs and automotive suppliers, engineering- and software pioneers gather this June to introduce and discuss trends, strategies and projects on the successful implementation of HMI. In advance, we.CONECT presents first insights into the prominent speaker panel and key subjects to be featured in June.

Expected Highlights & Keynote Sessions from Industry Leaders

Short summaries of the keynote presentations for the [CAR HMI concepts & systems 2014](#) in Berlin:



• **Volkswagen AG / Germany, Head of HMI Concepts and Specifications, Frank Althoff**

Frank Althoff will examine the modular HMI development with regard to international market requirements on the second conference day. In his keynote he will explain the importance of automotive HMI as an emotional, brand-shaping element, multidimensional challenges in HMI development, flexible in-house HMI development and iterated user-centered evaluation.



• **BMW Group / Germany, Team Manager: Human Machine Interaction, Ronee Chadowitz,**

Ronee Chadowitz invites participants to explore the considerations for the future driver. She will showcase examples of different types of dialogues that occur between the automobile and the driver, taking into account user experience in the driving context, goals of a dialogue between vehicle and driver, visual/ auditory dialogues, execution, timing and different aspects of efficiency, comfort, safety and more.



• **Ford Werke GmbH / Germany, Global Vehicle HMI Attribute Leader, Supervisor Global Core HMI & European Applications, Electrical & Electronic Systems Engineering, Dr. Stefan Becker,**

Dr. Stefan Becker will focus on management of total HMI – voice controlled interfaces, haptic interfaces and visual interfaces in his World Café Session. He will debate user needs towards user experience and orientation in the HMI development process. Further points such as needs in way of thinking, procedures for analysing needs and translation into HMI concepts, consequences for screen layout and visual design, as well as challenges will be approached and debated.



CAR HMI 2014 CONCEPTS & SYSTEMS

JUNE 26 – 27, 2014 | RAMADA HOTEL BERLIN

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The 2014 CAR HMI concepts & systems program will feature additional speakers from industry-pioneering companies, such as **GM, Hyundai, Adam Opel, PSA Peugeot Citroen, Scania, Kia Motors, Continental Automotive, BOSCH Engineering, Ford Research & Advanced Engineering Europe, TomTom** and [many more](#) will discuss their challenges, approaches with delegates from all over Europe, the US and Asia.

What Can You Expect @ CAR HMI concepts & systems 2014?

- **COMMUNITY:** The only conference tackling future intelligent & integrated HMI concepts, development of HMI and user experience design in automotive cockpits
- **DELEGATES:** 130+ senior-level executives from all OEMs and major automotive suppliers, engineering and software companies to discuss current challenges and cutting-edge technologies for the future of automotive HMI
- **SPEAKERS & MODERATORS:** 25+ Automotive HMI pioneers & leaders will share their wisdom and announce significant developments to hit the industry over the next 12 months
- **NETWORKING:** Multiple opportunities for networking - Meet and greet with those hard-to-meet executives in a relaxed and social setting
- **SESSIONS:** 20+ innovative sessions to ensure all the key topics are covered / 20+ hours of networking with top level executives from across the automotive industry with targeted networking coffee breaks and individualized themes
- **FORMAT:** 3 Icebreaker Sessions, more than 20 Case Studies, 4 World Cafés & 4 Challenge Your Peers Roundtables.

'For me the perfect event! I got a sharp and valuable overview of current HMI systems and in touch with a number of high-level experts!'
Marius Noller, Bosch Engineering, Germany

We.CONECT will invite the automotive community to share latest thoughts and pressing challenges in a first Icebreaker session, several following interactive roundtables, such as the World Cafés and address key topics in diverse top-level Case Studies to provide participants with an overview of strategies, best practices and solutions together with cutting edge technologies and industry trends. The 2014 CAR HMI again sets out to provide participants a balanced mix of lectures and opportunities for networking, sharing of best practices & viable approaches to HMI systems, methods and strategies.

If you are interested in attending, sponsoring or finding out more about the **CAR HMI concepts & systems 2014**, please visit: <http://car-hmi2014.we-conect.com/en/preview/register/>

Or contact

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