

**HMI Transport&Systems 2013** is only a few months away, and we've been busy behind the scenes building a fantastic conference agenda for our attendees.

**HMI Transport&Systems 2013** provides a unique opportunity for your organization to connect face-to-face with the industry's most influential corporate process excellence and manufacturing decision makers and vendors.

Taking place from the **22<sup>nd</sup> to the 23<sup>rd</sup> 2013** in the heart of Berlin / Germany, **we.CONECT** is inviting international OEMs, Tier 1 and Suppliers, Global Heads, Product Development Directors, Senior Engineers and Project Managers to the 2<sup>nd</sup> annual **HMI Transport&Systems 2013** conference in Berlin.

The **HMI Transport&Systems 2013** has now become one **of the leading conferences** future intelligent & integrated concepts and development and user experience design in automotive cockpit and would be the perfect opportunity for you to **share** experiences and discuss about the current **challenges**, brand new **approaches** and **future trends**.

- **Registration for [HMI Transport&Systems 2013](#) is Now Open! Take Advantage of Our Early Bird Summer Discount & Save €220 on Current Pricing!!**
- **Team Discount: Register as part of a team of 2 or more and you save another €100 per person. That's a possible savings of €320 on the current pricing for a Conference Pass!**

#### [MAIN UPCOMING TOPICS TO DISCUSS IN 2013](#)

##### **Development, Automation & Processing**

- HMI Concepts, Development & Processes between OEM's & Suppliers in an international environment – Challenges for international automotive companies
- Model-driven HMI development: Optimization of HMI development processes and efficient cooperation of involved actors and HMI development & Definition of a reference model-driven development process for HMI systems in the automotive sector

##### **Concepts & Systems**

- Embedded vs. accommodated or tethered devices for connectivity and infotainment and „apps“ – The HMI-OEM perspective
- Next Generation Infotainment Solution – Challenges in managing HMI, Connected Cars & Mobile Apps
- Augmented Reality – New dimensions in driver assistance and navigation, integration in a safe display experience of the future and implications for HMI development
- Visual-haptic interaction feedback in automotive touch screens
- Automotive HMI Experience – Standardized car stereo interfaces to ensure a safe, predictable experience
- Speech Applications as Part of an In-vehicle Multimodal Interface for Infotainment Systems: Trends, Future Concepts, and the Cultural Challenge for Global Markets

##### **HMI & User Experience Design**

- Cognitive Load and In-Vehicle Human-Machine Interaction - HMI Workload Manager, the right information at the right time
- HMI Development between Design Thinking, User Experience Design and IT: Tier One & OEM Perspective
- HMI and Total Vehicle Integration system: The user experience perspective on Touch Screen Integrated Haptic, Auditory Feedback, Integrated Human Modeling, Simulation to support Human Error Risk and Analysis of Partially Autonomous Driver Assistance Systems
- Mobile Internet, automotive HMI & APPs – Challenges and solutions for the automotive lifecycle, safety and usability

##### **Driver distraction, Workload Management, HMI, Driver & Safety**

- Driver distraction from safety and comfort devices and end-consumer preferences of non-standardized HMI
- Infotainment, Connected Car, HMI Concepts and Safety – Challenges for the automotive industry regarding new performance guidelines (NHTSA Guidelines) and limitation impacts for HMI development
- Holistic HMI approach focused on human-centered HMI design to optimize safety and ease-of-use

Follow this link to download the complete agenda for the HMI Transport&Systems 2013: <http://car-hmi2013.we-conect.com/en/preview/agenda/agenda-pdf/>

#### REVIEW 2012

- More than **110 industry participants** from over **70 companies** attended the **HMI Transport&Systems 2012** to discuss future challenges, latest approaches, development, automation & processing, HMI & user experience design, driver distraction, workload management, HMI, driver & safety.
- An exclusive format offering **26 extraordinary sessions**: **15 Case Studies**, **5 World Cafés**, **4 Challenge your Peers Round Tables**, a wonderful **Evening reception** and one surprising **Icebreaker Session** the evening before the start of the conference.
- Leading Business Partners like **Mentor Graphics Corporation**, **OPTIS**, **Klocwork Inc.**, **Emenda Software Ltd.**, **Immersion Corporation** and **K2L GmbH** showcased **innovative** and **pioneering** product-solutions, great services and outstanding technologies.
  - *"A challenging brainstorm towards a favorable interaction between humans and machines. You.CONECT, we create."* Matteo Durelli, Ferrari Spa
  - *"Simply said: A must have for HMI experts."* Tomas Rada, ZF Openmatics s.r.o.
  - *"Excellent overview what OEM, suppliers and others involved in HMI development see far the future."* Dr. Matthias Lust, Director advanced Development, Preh GmbH

#### QUANTIFY OF THE HMI TRANSPORT&SYSTEMS 2012

- **70 Companies** based in Germany, Italy, Sweden, France, the USA, the UK, Belgium, India, Spain, etc.
- A vast majority (63%) of companies larger than 10 000 employees, such as **BMW Group**, **Audi AG.**, **General Motors Inc.**, **Hyundai Motor Company**, **PSA Peugeot Citroën**, etc.
- The main companies represented at the HMI Transport&Systems were either OEM (65%), Solution Developers (22%), Consultants (9%) or Automotive Parts (4%).
- **110** participants consisting of:
  - **3%** of Board Member/Managing Director
  - **33%** of Leader/Head of/ Director
  - **30%** of Manager/Senior Manager
  - **23%** of Engineer
  - **2%** of Business Development Manager
  - **1%** of Marketing Manager
  - **8%** of Others

#### TOP STORIES 2012

*Short summaries of our best-rated speakers' presentations from the ener.CON Europe 2013 conference:*

**Dr. Ute Winter, Senior Researcher Human-Machine Interface Lab at General Motors Advanced Technical Center, Israel** focused on "Automotive Speech Applications: Cultural Challenge for Global Markets". Dr. Winter stated the question "How do you communicate with the car?" and presented GM applications enabling Infotainment. Her focus was mainly driven by how GM designs and develops Human Spoken Communication Practice for its customers' needs. Dr. Winter insisted on the importance of the cultural variations that should be taken into account to answer a specific market's needs. Designing HMI should be done with culture and context in mind and implementation of new products should go through cultural variation process as well as empirical studies.

**Dr. Frank Försterling, Head of Advanced Infotainment and Connectivity at Continental Automotive GmbH, Germany**, presented on "Next Generation Infotainment Solution – Challenges in managing HMI, Connected Cars & Mobile Apps". Dr. Försterling noted that "Being online is today's reality" and linked this fact to the rise of Infotainment. Internet is indeed everywhere, except for cars, because of 4 main issues: costs/time to market, safety/quality concerns, usability and variety of communication standards. Continental is tackling those challenges by staying innovative and sustainable, developing car specific apps and multimodal input devices to decrease driver's distraction, using the HMI server to integrate different devices for example. Dr. Försterling finally stated that "sophisticated HMI technologies make apps usable minimizing driver distraction and that a holistic driver distraction model allows for improvements in the accident statistics of the upcoming years".

**We are looking forward to welcome you at the HMI Transport&Systems 2013 from the 22<sup>nd</sup> to the 23<sup>rd</sup> of April 2013 in Berlin.**

Visit the conference homepage at <http://car-hmi2013.we-conect.com/en/> to find more details about the conference.

The [HMI Transport&Systems 2013](#) online registration is now opened for the price of 2.200 Euro + VAT. Follow this link to complete your registration: <http://car-hmi2013.we-conect.com/en/preview/register/>

With new tracks and workshops the conversations at HMI Transport&Systems are expanding into all facets of Human-Machine Interfaces.

I'm excited about the event we have in store for you, and hope to see you in April in Berlin!

**Peter Haack**

Marketing Development Manager

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