



In-Person on October 7, 2021
The Sheraton Detroit Novi Hotel - Novi, Michigan USA

Final Program



Sponsors:



Exhibitors:

ASCORIUM Industries
Covestro
GOT Interface
Grupo Antolin

Inteva Products
NAMICS Technologies
MacDermid Alpha
Nissha

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

8:30 a.m. Welcome and Opening Remarks
Darren Nowak, Director, Research & Analysis
The ITB Group

Smart Surface Enablement

8:45 a.m. Compo-SiL® - A Sustainable Silicone Based Vegan Material for Automotive Smart Surfaces
Technical Director - R&D Center
General Silicones (Remote Presentation)
Compo-SiL® can modify the surface and material properties of vegan silicone leather to match colors, texture, and feel of natural leather. When users touch materials, it not only provides tactile feedback but also provides high light transmittance even after dyeing. It has opened up possibilities as a sustainable material for automotive smart surface applications.

9:05 a.m. Emerging Technologies Transform Front Grille Functionality
Application Development, Exteriors and Exterior Segment Manager
Covestro

This presentation will highlight today's seamless front grilles and future trends - incorporating forward lighting, 3-dimensional effects, and integrated decorating and functional elements.

9:25 a.m. Diffusive Microlens Array for Head-up Display Applications
Automotive Account Manager
Dexerials

Microlens array (MLA) optical components can be engineered to control the shape and uniformity profile of transmitted light. A diffusive MLA (DMLA), with top hat distribution, is compared to conventional diffusers. Dexerials explores novel optical design technology to enhance light efficiency and improve wider field of view (FOV) and image quality for Head-Up Displays (HUDs).

9:45 a.m. Bio-based Engineering Plastic for Automotive Applications
Business Development Manager
Mitsubishi Chemical America

DURABIO is a partially bio-based engineering plastic made from plant derived isosorbide. This presentation showcases DURABIO's use for various smart automotive interior and exterior parts as a mold-in-color material.

10:05 a.m. Networking Break
Sponsored by:



10:50 a.m. Material Advancements for Printed Electronics in Automotive HMI
Global Technology Manager, Electronic Materials
Sun Chemical

Additive processing, together with printed electronics, can deliver new form factors and design features not readily possible or too expensive in traditional PCB or FPC designs. This presentation will discuss trends in HMI and developments in the materials solutions to advance printed electronics into automotive HMI applications.

Touch Technology Developments

11:10 a.m. Enabling Creative Freedom to Realize Compelling User Experiences
CEO
Uniphy (Remote Presentation)

Uniphy's touch sensing technology enables new forms of HMI features that combine the intuitive advantages of touch sense and physical controller paradigms. The benefits of this technology will be highlighted.

11:40 a.m. Backlighting, HMI and Sustainability
Sales Manager, Automotive
KURZ Transfer Products

The presentation will illustrate the continuing series application of sensors and functional foil bonding to automotive HMI applications, replacing traditional mechanical controls. Additional solutions will be discussed, including anti-microbial surface coatings and uses of metallized foils which are compatible with touch surfaces.

12:10 p.m. Electronic Materials for Smart, Functional and 3D Automotive HMI Structures
Director Strategy & Technology Acquisition
MacDermid Alpha Electronics Solutions
 An overview of the ecosystem of compatible materials (inks, adhesives, encapsulants, substrates, films) and enabling processes will be provided. Accompanying examples include functional 3D structures that demonstrate the performance and potential of this technology.

12:40 p.m. Lunch

Advancing Human Machine Interaction

1:45 p.m. Flexible Electronics Applications in Automotive
Chief Exploration Officer
Royole Corporation (Remote Presentation)
 This conversation will focus on the development of flexible AMOLED displays and applicable solutions for the automotive industry.

2:15 p.m. HMI, Evolution to Revolution
Vice President of Business Development and Marketing
Sheldahl Flexible Technologies
 A review of the various options for HMI, with a focus on the materials and processes for capacitive and transparent HMI interfaces will be discussed. The presentation will also review suitability of each option for specific applications along with practical case studies.

2:45 p.m. Interior Lighting Enabling HMI for the Cockpit of the Future
Sales Manager, FIS NAO Smart Surfaces and Lighting
Faurecia
 A technology overview of static and dynamic interior lighting and smart surfaces will be presented, with a focus on large surface backlighting as an HMI enabler.

3:15 p.m. Networking Break
 Sponsored by:



Breakthrough Applications

4:00 p.m. Automotive Interior Soft Smart Surfaces
Engineering Group Manager and Jeremy and Staff Engineer
Inteva Products
 Soft surfaces are underutilized for HMI applications. These surfaces can be more suitable than hard surfaces for passenger interaction because the proximity to passengers allows for improved ergonomics. The challenges for integration into automotive interiors, along with their potential value is presented.

4:30 p.m. Electroactive Artificial Muscles for Vehicle Interiors
Principal Scientist
Toyota Motor Company
 Leaps in the development of electroactive artificial muscles now make them ideal for new vehicle interior human-machine interactions. An overview of our artificial muscles will be presented with how classic design assumptions can be rethought to create new and exciting directions.

5:00 p.m. Roll-up Shade with Embedded Electronics
Specialty Films Mobility Segment Manager
Covestro
Founder and CEO
Loomia
 TPU film materials together with electronic textiles enable construction of a fully functioning roll-up shade featuring LED lighting and heating elements.

5:30 p.m. Closing Remarks

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

Covestro

Covestro is a leader in high-quality, made-to-order polycarbonate resins and films, as well as thermoplastic polyurethane films and specialty elastomer films. We offer a wide range of high-performance materials with outstanding properties – along with dedicated support to help our customers simulate and achieve numerous different surface effects, textures and colors. For more than 50 years, Covestro has been a valued supplier to the Automotive industry. Our tailor-made materials provide innovative solutions that can be used all throughout vehicle design – from interior to exterior, bumper to bumper. At Covestro, we're committed to supplying high-tech materials that meet the mobility needs of today, while also developing next-generation solutions for the transportation needs of tomorrow.

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NAMICS

NAMICS is a global technology leader of advanced materials for with over 75 years of experience and expertise. Our Kinomec™ functional materials combine an in-mold decorating process with printed electronics using conductive paste. These cutting edge materials provide designers and engineers the freedom to develop the next generation of smart surfaces for automotive interiors on both soft materials and in-mold electronics.

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Ascorium Industries

“Ascorium” – the new word for “premium”. As the market leader in premium polyurethane surfaces, we are proud to announce that RECTICEL automotive is now ASCORIUM Industries.

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GOT Interface

GOT interface has been providing innovative design and agile manufacturing solutions for User Interface products for over three decades. Our experience across multiple UI technologies allows our customers to drive innovation to market quickly.

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Grupo Antolin

Global supplier of highly technological solutions for automotive interiors with a wide range of offerings on the market. We integrate advanced features that combine lighting, electronics, decorative parts and trim to create smart surfaces for an improved life on-board.

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Inteva Products

Inteva Products is a customer-driven global supplier of engineered components and systems for the automotive industry. Our product lines include Closure Systems, Interior Systems, and Motors & Electronics, serving virtually all of the world's leading global and regional automakers.

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DuPont

DuPont is a global innovation leader with technology-based materials, ingredients and solutions that help transform industries and everyday life. Our employees apply diverse science and expertise to help customers advance their best ideas and deliver essential innovations in key markets including electronics, transportation, construction, water, health and wellness, food, and worker safety.

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The ITB Group

The ITB Group was established in 1992 with a simple premise: to bridge the gap between developing a suitable technology and building a successful business. We are a specialized consulting firm with strategy, data, and insight for energy storage, powertrain, thermal management, body, and cabin evolution.

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New Cabin Technologies 2021 Industry Funded Report and Portal

Critical Technologies for Sustainable Vehicle Production New 2022 Conference

Date: February 10, 2022

Location: Novi, Michigan, USA



Innovation in Sustainable Materials and Manufacturing Technologies

OEM Strategies to Achieve Carbon Neutrality - Impact on the Supply Chain

Achieving a Sustainable Strategy: Regulation and Legislation Impacts

Case Studies: Automotive Sustainable Applications

Contact The ITB Group for more information



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