16:15 Conference chair’s closing remarks

Prof. Dr.-Ing. Gerrit Meixner, Managing Director, UniTyLab, Heilbronn University, Germany

Managing Director, UniTyLab, Heilbronn University, Germany

• Augmented & virtual reality
• Wearable computing

Thursday, September 27, 2018

2nd day
Expected Participants according to Functions

<table>
<thead>
<tr>
<th>Role</th>
<th>Expected Participants</th>
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<tbody>
<tr>
<td>SeniorSoftwareEngineers</td>
<td>12%</td>
</tr>
<tr>
<td>TechnicalInfotainment</td>
<td>23%</td>
</tr>
<tr>
<td>ITSecurity</td>
<td>14%</td>
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<tr>
<td>ProductManager</td>
<td>11%</td>
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<tr>
<td>HeadofHMI&amp;ConnectivityDevelopment</td>
<td>9%</td>
</tr>
<tr>
<td>DeputyTelematics&amp;ITSecurity</td>
<td>10%</td>
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<td>SystemReliability&amp;Development</td>
<td>10%</td>
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<tr>
<td>Connected&amp;ITSystems</td>
<td>9%</td>
</tr>
<tr>
<td>BusinessDevelopment</td>
<td>9%</td>
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</tbody>
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10:45 From Syntax to Content: natural Interfaces in the Automotive Industry
Dr. Ignacio Alvarez, Staff Research Scientist, Intel Labs, Intel Corporation, USA
• HCI and UCD design process affected by culture
• Systematic intercultural agile automotive UI/UX Design Process

11:15 Designing User-Centered Comfortable Automotive Interactions with 3D Surfaces
Kate Fischer, Lead HMI Designer and Project Manager, F.D. Fast Design Engineering s.r.l., Bologna, Italy
• 3D surfaces as an enhancement of Touch Display UX

11:45 Attention-aware Interruption Management to Increase Takeover Readiness
Jonathon Baugh, User Experience Researcher with DRIVE Lab, Nuance Communications, Detroit, USA
• Change your tactics – software design practices we can learn from
• Change your space – new ways to reach our customers
• Change your mindset – design thinking is the future

12:15 Automated Vehicles in mixed Traffic Environments – the Value of Dynamic Simulations
Prof. Dr. Andreas Riener, Professor for Human-Machine Interface and Automotive Computing, and Computer Science, Technische Hochschule Ingolstadt, Germany
• A simulator study confirms that attentive UIs lead to higher trust/acceptance
• Solution: Attentive UIs that issues notifications at emerging task boundaries

12:45 Cultural User Experience in the Car – Toward a standardized HMI vehicle to vehicle communication for highly automated driving
Kate Fischer, Lead HMI Designer and Project Manager, F.D. Fast Design Engineering s.r.l., Bologna, Italy
• Flight data recorders in aerospace and event data recorders in automotive
• Emerging Technologies for a Variety of different Touchpoints

13:15 Human-centered design: The digital core
Dr. Manja Lohse, Professor for Human-Machine Interface, University of Applied Sciences, Ingolstadt, Germany
• Collecting and managing data
• Myths surrounding a data-driven approach to UI/UX design

13:45 Emerging Technologies for a Variety of different Touchpoints
Dr. Prof. F. D. Fast, University of Technology, Munich, Germany
• Humanized driving policies
• The lack of human picture – Understanding vehicle passengers
• World from an automated vehicle perspective

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Dr. Ignacio Alvarez, Staff Research Scientist, Intel Labs, Intel Corporation, USA
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18:30 Chairs' remarks (Moderation: Mark Boyadjis, Principal Analyst & Manager, Automotive User Experience Research, IHS Markit, USA)

Wednesday, September 26, 2018

1st day

10:45 Challenges of an Integrated Digital Functional Safety Implementation
Dr. Ignacio Alvarez, Staff Research Scientist, Intel Labs, Intel Corporation, USA
• Myths surrounding a functionally safe system – implementation challenges
• Integration of safety and system safety for software-in-the-loop
• Reducing cost and complexity while maintaining functional safety

11:15 Building a Level 5 Black Box using UX Accelerators
Christopher G. Cardoso, Ph.D., President – UX Engineering®, Acrux Labs, USA
• Reflections on a decade in UX Engineering
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