



Day 1

Sep 2 | Thursday

0800 Registration & Morning Tea 签到&早茶

0850 Welcome & Opening Address 欢迎&主席致辞

Session A: Digital Cockpit & Innovative HMI Design

主题 A: 智能化数字座舱发展&人机交互的创新设计

0900 The Development and Outlook of Automotive Intelligent Cockpit Market

汽车智能座舱市场洞察与发展趋势

Xu Huxiong, Principal, Roland Berger

徐虎雄, 执行总监, 罗兰贝格

0930 Digital Cockpit Product Design based on UX
基于用户体验的数字化座舱产品设计

John Yang, Digital Experience, Business Operations & Product Management, Director, Ford Motor China

杨瀚生, 数字体验、业务运营和产品管理总监, 福特汽车中国

1000 Networking & Coffee Break 茶歇与交流

1030 The Future of Intelligent Cockpit HMI Design
智能座舱 HMI 设计的未来

Yang Liang, User experience product director, E-Planet Technologies

杨亮, 用户体验产品总监, 上海悍星电子科技有限公司

1100 Intelligent Design for User Experience
人机交互的智能化体验

Meihua Ge, Head of HMI China R&D, Continental Corporation

葛梅花, HMI 中国区研发总负责人, 大陆集团中国

1130 Multimodal interaction - Digital driven full-time and global interactive experience
多模态交互-数字化驱动下的全时全域交互体验

Zhang Hongzhi, GM Smart Cockpit Product, Horizon Robotics

张宏志, 智能座舱产品总经理, 地平线机器人

1200 Lunch Buffet 午餐

1330 Cockpit of the Future Case Studies

未来座舱的案例研究

Dr. Benjamin Thoma, VP, Faurecia Clarion Electronics

Dr. Benjamin Thoma, 副总裁, 佛吉亚歌乐汽车电子

1400 Software Defined Vehicles 软件定义汽车

Bentley Lin, Managing Director, EXIDA Safety Systems

林誉森, 执行董事, 雅析安全系统

1430 AMS OSRAM Automotive Products Applied in Intelligent Cockpit

艾迈斯欧司朗车载产品在智能座舱中的应用

Su Yang, Sr. Field Application Engineer, AMS OSRAM

苏阳, 资深现场应用工程师, 艾迈斯欧司朗

1500 Networking & Coffee Break 茶歇与交流

1530 HMI Innovation Across Borders
跨越疆界的 HMI 创新

Vanessa Chang, Director, Creative Consulting, BMW Group Designworks, Shanghai Studio

张雅琴, 创意咨询总监, 宝马集团上海设计工作室

1600 Application direction of multimodal interaction in cockpit entertainment and perception

多模态交互在座舱娱乐和感知的应用方向

Jiang Aiqiang, Chief Engineer of Smart Cockpit, Geely Automobile Research Institute

蒋爱强, 智能座舱总工程师, 吉利汽车研究总院

1630 The road of intelligent cockpit of commercial vehicles

商用车的智能座舱之路

Pengfei Xu, Executive Director, SMARTLINK

许鹏飞, 执行总监, 鱼快创领

1700 End of Day 1 Conference 第一天结束

主席结束致辞&第一天会议结束



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Day 2

Sep 3 | Friday

0830 Registration & Morning Tea 签到&早茶

Session B: Senario-based Automotive Cockpit & How to Improve User Experience

主题 B: 基于场景化的汽车座舱&如何提升用户体验

0900 Voice of consumers: user demand and experience management of future automotive intelligent experience

消费者之声: 未来汽车智能化体验的用户需求和体验管理

Pei Lin, Director of Automotive Product BU, J.D.Power

裴林, 中国区汽车产品事业部总监, J.D.Power

0930 Exploration of user operation with Internet of vehicles and scenario app

利用车联网与场景化 APP 用户运营探索

Kim Wang, Director of Jeep Digitalization / Head of Connectivity & Telematics, Jeep China

王博, 数字智能营销与智能车联网总监, Jeep 中国

1000 Advanced display and sensing lead the new trend of intelligent cockpit

先进显示与传感引领智能座舱新趋势

Luo Huan, Innovative Application Director, BOE Group

骆欢, 创新应用部部长, 京东方集团

1030 Networking & Coffee Break 茶歇与交流

1100 The Seven Trends that Will Drive the Automotive Industry to 2030

驱动汽车工业 2030 的七大趋势

Alex Miklosi, Interior + UX/UI Design Director, Chery Automobile Co., Ltd

Alex Miklosi, 内饰及 UX/UI 设计总监, 奇瑞汽车

1130 Panel Discussion: How to Serve Increasingly Diverse Users' Demands in Experience Economy Era?

小组讨论: 体验经济时代, 如何设计产品来满足日益增长的多样化的用户需求?

- How to define product design in the digital era
数字化时代产品设计如何定
- Consumer demand for products
消费者对于产品的需求
- How to improve user experience
如何提升用户体验

1200 Lunch Buffet 午餐

1330 Intelligent & Digital Cockpit and Basic Software Technology

智能数字座舱及基础软件技术

William Dong, Chief Representative, Blackberry QNX

董渊文, 中国区首席代表, 黑莓 QNX

1400 Make Cockpit Smarter with Infineon Advance Technologies

英飞凌助力先进智能座舱的发展

Zhang Pu, Senior Marketing Manager of Automotive, Infineon Technologies

张朴, 汽车电子高级市场经理, 英飞凌

1430 Networking & Coffee Break 茶歇与交流

1500 Cockpit multimodal perception technology solution
座舱多模感知技术解决方案

Gao Wanjun, Automotive Cockpit Multimodal Perception Product Line Director, iFlytek

高万军, 汽车座舱多模感知产品线总监, 科大讯飞

1530 Software-defined car era, the evolution of smart cockpit

软件定义汽车时代, 智能座舱的进化之路

Youmin Shui, Engineering Director and General leader of Shanghai team, VW-Mobvoi

水佑民, 工程总监及上海团队总负责人, 大众问问 (北京) 信息科技有限公司

1600 End of Day 2 Conference 第二天结束

主席结束致辞&第二天会议结束



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