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ALIE18

Advanced Lighting Innovation Expo



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OCTOBER 10-11, 2018

DESIGN SHOWROOM, PDC - DEARBORN, MI - USA

Conference/Guest Speakers/Panel Discussion/Exhibition/Showcases

Register at the door or online at FordALIE.com

FREE ADMISSION FOR FORD EMPLOYEES

ALIE18

Advanced Lighting Innovation Expo



Conference/Guest Speakers



Panel Discussion



Exhibition/Showcases

Wednesday, October 10 – 8:00AM - 8:30AM



Opening Session with Keynote Address



Randy Visintainer
CTO, Ford
Autonomous
Vehicles LLC

**Ford's
"Autonomous
Vehicles"**

Thursday, October 11 – 8:00AM - 8:45AM



Guest Speaker – Karl Heimer

**Cybersecurity and
Its Importance
in Automated Vehicles**

Thursday, October 11 – 8:45AM - 9:30AM



Panel Discussion

**The Role of Lighting
in Emerging
Vehicle Technologies**

TECHNICAL PRESENTATIONS | CONFIDENTIAL PRODUCT REVIEWS | TRAINING CLASSES

OCTOBER 10-11, 2018 | 7:30 AM - 4 PM
DESIGN SHOWROOM, PDC

Ford Employees Register at the Door or Online at FordALIE.com

Full Schedule and Floorplan Available Online

LIST OF EXHIBITORS

Aismalibar SA
ANSYS OPTIS
Covestro LLC
Cree, Inc.
DBM Reflex Enterprises, Inc.
Dominant Opto Technologies
North America, Inc.
Dow Chemical Company
-Dow Performance Silicones

EBW Electronics
Evonik Cyro LLC
Excellence Opto, Inc.
Flex
HELLA
Integrated Silicon Solution, Inc (ISSI)
LumenFlow Corporation
Lumileds
Magna International

Mektect International Corporation
Melexis
Myotek North America, Inc.
Nichia America Corporation
NKK Switches
ON Semiconductor
Phillips-Medisize, a Molex company
Pioneer
Radiant Vision Systems

Rebo Lighting & Electronics
Seoul Semiconductor, Inc.
SL America - Auburn Hills, MI
Stanley Electric Co., LTD
Taiwan Color Optics, Inc.
Texas Instruments
Valeo
Varroc Lighting Systems
Ventec International Group

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An Innovation-Creation Expo, Produced by Show Ready Technologies, Inc.

AGENDA

WEDNESDAY, OCTOBER 10

7:30a	Doors Open
7:45a-8:00a	Welcome – Andrew Humphrey, WDIV-TV, Master of Ceremonies Mark Bosca, ALIE Program Co-Chair, Exterior Systems Chief, Core Exterior Trim and Lighting
8:00a-8:30a	Keynote Address – Randy Visintainer, CTO, Ford Autonomous Vehicles LLC
8:30a-12:00p	VIP Meet and Greet
12p-3:45p	Open for Booth Visits, Classes, and Technical Presentations
3:45p-4:00p	Comments / Wrap

THURSDAY, OCTOBER 11

7:30a	Doors Open
7:45a-8:00a	Welcome – Andrew Humphrey, WDIV-TV, Master of Ceremonies Dean Stevenson, ALIE Program Co-Chair, Chief Engineer, Global Design Engineering
8:00a-8:45a	Guest Address – Karl Heimer, Principal, Heimer and Associates LLC. Cybersecurity and its Importance in Automated Vehicles
8:45a-9:30a	Panel Discussion – Stuart Salter, Moderator The Role of Lighting in Emerging Vehicle Technologies
9:30a-3:45p	Open for Booth Visits and Technical Presentations
3:45p-4:00p	Closing Comments / Goodbye

Booths are open during Exhibitor Lunch.

TECHNICAL PRESENTATION SCHEDULE

OCTOBER 10, 2018

1:00p-1:30p	Taiwan Color Optics: Kenneth Li High-temperature glass and crystal phosphors for use with high-output LED and laser sources
1:45p-2:15p	Mekttec International: Mirko Boeker and Suhail Halteh Electronics packaging optimization including advanced PCB materials for thermal management
2:30p-3:00p	Radiant Vision Systems: Matt Scholz and Chris Williamson Applications of photometric measurement systems and software
3:15p-3:45p	Lumileds: Ralph Peters Advanced lighting technologies including 3D LED, LED headlamp bulbs, and next-generation modules

OCTOBER 11, 2018

10:00a-10:30a	Pioneer Electronics USA: Bruce Wolfe and Lisa Carter Flexible OLED development schedule, capabilities, design rules, and target specifications
10:45a-11:15a	Integrated Silicon Solution Incorporated (ISSI): Aaron Reynoso Exterior lighting for branding and interior lighting for wellness; driver hardware solutions for both applications
11:30a-12:00p	Dominant Opto Technologies: Dustin Kooyers SmartRGB LEDs and seddLEDs (devices with smart embedded digital drivers)
1:00p-1:30p	Texas Instruments: James Patterson Scalable electronic solutions for adaptive LED headlamp systems
1:45p-2:15p	ON Semiconductor: Paul Decloedt LED drivers supporting integrated current calibration; advanced rear lighting solutions; platform evaluation kit for testing new headlamp concepts
2:30p-3:00p	SL America: Robert Grantham New technologies for OLED-look rear lighting using conventional LEDs; advanced illuminated badges and trim

TECHNICAL PRESENTATION IN 1V-G59-OCTOBER 11, 2018

9:30a-10:30a	Cybersecurity Deep Dive: Karl Heimer In-depth discussion of cybersecurity topics from the October 11 guest address
10:45a-11:30a	Rebo Lighting: Dale Chen, Denny Felsberg, and Steve McCarthy Gesture control for interior lighting; 3D- and color-capable logo projector; and charge status indicator for BEV/PHEV charge connector doors
1:00p-1:30p	Excellence Opto, Inc.: Bruce Reniger and Mike Dodds A LED application for exterior lighting functions that delivers a homogeneous lit appearance and allows dynamic animation
1:45p-2:15p	ANSYS OPTIS: LiDAR modeling and its use in advanced lighting and AV related technologies

PRIVACY BOOTHS ARE AVAILABLE TO VIEW EXHIBITOR PROPERTIES

If you'd like to reserve a time to see confidential properties,
you may do so in advance via email to TEAM@FordALIE.com.

At the Expo, see an expo representative at the Front Welcome Desk.

Admission is open to Ford Employees and by Invitation from Exhibitor.
Space inside each Privacy Booth is limited to no more than 6 people at a time.

Proper ID is required to enter.

TRAINING CLASSES

Admission Open to All Attendees

TRAINING CLASSES IN 1V-G59 – OCTOBER 10, 2018

1:00-1:50	Lighting Technologies and Network Architectures (Jay Chen)
2:00-2:30	Computer Simulation for Front Lighting (Arun Kumar)

Booth# Company

1	Radiant Vision Systems
2	Dow Chemical Company-Dow Performance Silicones
3	LumenFlow Corporation
4	Melexis
5	Integrated Silicon Solution, Inc (ISSI)
6	Excellence Opto, Inc.
7	Aismalibar SA
8	Stanley Electric Co., LTD
9	NKK Switches
10	Rebo Lighting & Electronics
11	Ventec International Group
12	Covestro LLC
13	Nichia America Corporation
14	SL America—Auburn Hills, MI
15	HELLA
16	Phillips-Medisize, a Molex company
17	Myotek North America, Inc.

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18	Pioneer
19	Cree, Inc.
20	Mektec International Corporation
21	Lumileds
22	ANSYS OPTIS
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25	Valeo
26	Magna International
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29	DBM Reflex Enterprises, Inc.
30	Flex
31	Varroc Lighting Systems
32	Evonik Cyro LLC
33	Dominant Opto Technologies North America, Inc.
34	Texas Instruments

FLOOR PLAN

