

Automakers Reveal HMI Plans in Exclusive TU-Automotive Webinar

TU-Automotive has announced that speakers from Volkswagen, Peugeot Citroen PSA and SBD Consulting will speak on the critical role of HMI in driving ADAS technological capability and consumer acceptance in TU-Automotive's HMI webinar, "HMI and the Changing Role of the Driver" on February 11th.

London, UK ([PRWEB](#)) February 02, 2016 -- As ADAS features become more prevalent in vehicles, it is a challenge for the driver to be able to understand how to use all this new technology. The HMI is the vital bridge between new ADAS technologies and the drivers themselves as the industry moves towards greater autonomy in vehicles. To discuss this topic in detail TU-Automotive will host an exclusive webinar with speakers from Volkswagen, Peugeot Citroen PSA and SBD Consulting. The webinar will take place on Thursday February 11th at 11am CET – register here: <http://www.tu-auto.com/activesafety-europe/webinar-signup.php>

Project director at TU-Automotive Jack Fowler stated: "HMI is the vital link between these magical new ADAS technologies and the most important component of any car – the driver. We can create the most fantastic ADAS systems but if the driver doesn't like to use them or they infringe upon their driving experience then this will hold the industry back in a big way".

Dr. Alain Dunoyer, Head of Safe Car at SBD Consulting added: "We need to get the basics right for current levels of autonomy in terms of HMI. There are already millions of ADAS-equipped vehicles in the world, and many of them offer a poor user experience. Based on our extensive testing of ADAS systems, we've found many issues associated that I will highlight during the webinar".

Speakers from Volkswagen and Peugeot will join SBD to further explain the future of their HMI designs and other topics such as:

- Developing user interfaces that guard against distraction and complacency while improving user experience
- Assess HMI benchmarking and standardization in order to increase customer acceptance and technology adoption
- The product opportunities for a future cockpit shaped by the growth of ADAS

Join the webinar on February 11 at 11am CET to understand the HMI requirements and the new opportunities this will create. Find more information and sign up here: <http://www.tu-auto.com/activesafety-europe/webinar-signup.php>

Expert speakers:

- Lennart Bendewald, HMI Driving and Assistance, Volkswagen
- Thierry Le Hay, Director of Innovation, Peugeot Citroen PSA
- Dr. Alain Dunoyer, Head of Safe Car, SBD Consulting

Even if you can't listen live, sign up and TU-Automotive will send you the recording.

About TU-Automotive:



TU-Automotive is the reference point and communications hub for the evolving automotive technology segment as it converges with consumer electronics, mobile and IoT to re-define connectivity, mobility and autonomous use-cases.

Contact:

Jack Fowler

Project Director | TU-Automotive

7-9 Fashion Street, London, E1 6PX, UK

Office: +44 (0)20 7422 4380

Email: jfowler@tu-auto.com

##

**Contact Information****Jack Fowler**

TU-Automotive

<http://www.tu-auto.com/activesafety-europe/>

+44 2073757585

Charlotte Wright

TU-Automotive

<http://www.tu-auto.com>

2073757517

Online Web 2.0 VersionYou can read the online version of this press release [here](#).