

How to develop customer enthusiasm

The two central ADAS-promises – more safety and higher comfort – create customer expectations that must be fulfilled. Learn how to enthuse customers and to influence their purchasing decision positively. We will equip you with the method to answer significant questions: What type of handling do customers want? What functional characteristics does this require? How does the driver interact with the systems? And how can the desired levels of easing the driver's burden and enhancing comfort and ride be noticeably achieved?

How to feel driving characteristics "live"

Test-drive the latest models from well-known car manufacturers and compare "live", whether all automobiles more or less "feel alike" due to ADAS or whether a brand-specific DNA is still discernible. Learn how to evaluate driving characteristics and how to accomplish the transfer from "fun to drive" to "fun to be driven" successfully, while retaining the brand's typical characteristics.

How to re-evaluate driving pleasure methodically

How do humans feel when "the machine thinks and acts"? Our developed evaluation methodology for safety, driving dynamics and ride comfort enables you to evaluate this successfully. You can implement your gained knowledge directly in your development process by achieving a reliable availability and high predictability, a positive driving experience as well as a clearly perceptible "human-machine" communication. As a result, you will meet the basic prerequisites for successful customer ratings.

At a glance

- Presentation of the latest technologies and their potential from ADAS through to automated driving
- Illustration of the event chains Sens-Plan-Act from sensors and control units through to handling characteristics using practical examples
- Learning of the criteria, maneuvers and methods to evaluate ADAS functions and quality
- Practical performance of maneuvers and evaluation driving to learn evaluation strategies
- Practical benchmarking of current vehicles with ADAS using subjective evaluation
- Illustration of objective evaluation methodology using measurements
- Learning your customers' real driving experience and developing a comprehensive customer understanding
- Improving prioritising skills in the development process
- Opportunity to exchange experts' opinions from other companies and technical departments as well as to speak to your instructors directly
- Gaining essential knowledge for an effective development process

Registration and information

www.mdynamix.de and praxisseminar@mdynamix.de

Information about the event / contact

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Directions

Schlossallee 25, 89257 Illertissen. Test track via Industriestrasse, 87766 Memmingerberg (Navigation: 10°14′13″E; 47°58′39″N)

Course fee: € 2,450 + VAT

10 % discount when booking by July 26, 2019. 5 % discount when booking for two participants of the same company at once, 10 % discount when booking for three or more participants.

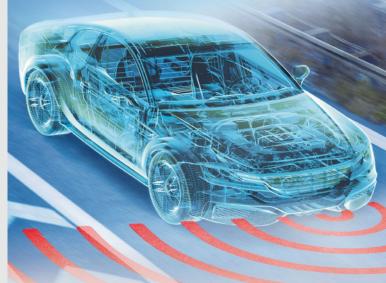
MdynamiX AG • Heßstrasse 89 • 80797 München



MX academy

FEEL TO BE DRIVEN

— From our Seminar Series — Driving Dynamics Practical Seminar



Experiencing, feeling and evaluating ADAS

Learn new benchmark evaluation methods for a customer-centred development

Sept 23 to 24, 2019 Vöhlinschloss Illertissen/ "Fakt Motion" test track at Allgäu Airport Memmingen

Book before July 26, 2019 Early bird booking!

In collaboration with:









Expert knowledge for developers!

Gain the latest expert knowledge in advanced driver assistance and (partially) automated driving, and use it to develop systems that will delight your customers!

Learn in our **Driver Xperience** what advanced driver assistance functions are detectable in what driving maneuvers, how they are analyzed and their quality is evaluated in a robust process with precise description of all criteria, definition of the operating points, specification of the procedures and possible vehicle responses. Acquire new subjective and objective evaluation methods to optimize driving functions in realistic scenarios. **Why?** The new subjective and objective evaluation methods of automated longitudinal and lateral control in our seminar **close an important gap** in the present evaluation process. Developed by MdynamiX AG in collaboration with Kempten University of Applied Sciences, they are based on analogies to established methods of vehicle dynamics and already successfully applied.

Secure a key advantage by learning these new skills!

What our participants say:

"I really liked the focus on the practice."

"9 hours driving and evaluating, a great number of different cars with a variety of driving assistance systems – very good!"

"The exchange with the experts and the new methods are very helpful for my work!"

"Excellent overall rating - ★★★★ 4,75"

Experience a unique combination of theory and practice

DAY 1	Monday, Sept 23, 2019
09:00	Welcome to participants
09:15	State of the art – advanced driver assistance systems and automated driving Competence development Prof. B. Schick
10:15	"Driver – vehicle – environment, humans in the loop" Ing. (grad.) D. Scharpe
10:45	Driver experience vs. stress – results from a stress study What does the customer feel? C. Seidler, M.Sc. Psych.
11:15	Driving maneuvers and subjective evaluation criteria Learning of the evaluation process and theoretical Competence development Prof. B. Schick / D. Scharpe
12:30	Lunch break
	Driver X perience
13:15	Introduction and operation of the test vehicles and installed systems
	Onboard familiarization with various ADAS
14:15	Practical Session 1 Practical Session 1 Practical Session 1 Longit. control (ACC) Parking assistant Lat. control (LKA)
	■ Experiencing function and quality Competence development for practical application of the evaluation process
16:30	Discussion and analysis of results
16:30 17:00	Discussion and analysis of results Presentation of function – event chain
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Dinner - end of seminar day 1

18:00

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2	Tuesday Sent 24	2019

08:45 Arrival of participants
09:00 Measuring techniques and objective evaluation methods
Familiarization with specific methods for ADAS
D. Schneider, M.Sc., J. Nesensohn, M.Sc.

■ ■ ■ ■ Driver × perience

10:00 Practical Session 2 Practical Session 2 Practical Session 2
Lat. control (LKA) Longit. control (ACC) Parking assistant

 Experiencing function and quality
 Competence development for practical application of the evaluation process

12:15 Lunch break

Driver X perience

13:00 Practical Session 3 Practical Session 3 Practical Session 3

Parking assistant Lat. control (LKA) Longit. control (ACC)

 Experiencing function and quality
 Competence development for practical application of the evaluation process

15:30	Discussion and analysis of results
16:15	Expectations vs. reality – results from a customer survey
	What does the customer want? DiplWirtIng. S. Aydogdu
16:45	Summary and outlook
	Prof. B. Schick
17:30	End of seminar day 2

^{*}Courses are held in German, simultaneous translation service on request.