



## 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](http://www.mdynamix.de) and [praxisseminar@mdynamix.de](mailto: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  
Vöhlenschloss 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	
<b>1</b>	<b>Monday, Sept 23, 2019</b>
09:00	Welcome to participants
09:15	State of the art – advanced driver assistance systems and automated driving <b>Competence development</b>   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 <b>What does the customer feel?</b>   C. Seidler, M.Sc. Psych.
11:15	Driving maneuvers and subjective evaluation criteria <b>Learning of the evaluation process and theoretical Competence development</b>   Prof. B. Schick / D. Scharpe
12:30	Lunch break

<b>Driver Xperience</b>			
13:15	Introduction and operation of the test vehicles and installed systems <b>Onboard familiarization with various ADAS</b>		
14:15	<b>Practical Session 1</b> Longit. control (ACC)	<b>Practical Session 1</b> Parking assistant	<b>Practical Session 1</b> Lat. control (LKA)
	<b>■ Experiencing function and quality</b> <b>Competence development for practical application of the evaluation process</b>		

16:30	Discussion and analysis of results
17:00	Presentation of function – event chain "From the environment to the handling characteristic" <b>Understanding operating principles for causal analysis</b> Prof. B. Schick
18:00	Dinner – end of seminar day 1

DAY				
<b>2</b>	<b>Tuesday, Sept 24, 2019</b>			
08:45	Arrival of participants			
09:00	Measuring techniques and objective evaluation methods <b>Familiarization with specific methods for ADAS</b> D. Schneider, M.Sc., J. Nesensohn, M.Sc.			
<b>Driver Xperience</b>				
10:00	<table border="1"> <tr> <td><b>Practical Session 2</b> Lat. control (LKA)</td> <td><b>Practical Session 2</b> Longit. control (ACC)</td> <td><b>Practical Session 2</b> Parking assistant</td> </tr> </table> <b>■ Experiencing function and quality</b> <b>Competence development for practical application of the evaluation process</b>	<b>Practical Session 2</b> Lat. control (LKA)	<b>Practical Session 2</b> Longit. control (ACC)	<b>Practical Session 2</b> Parking assistant
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12:15	Lunch break			

<b>Driver Xperience</b>			
13:00	<b>Practical Session 3</b> Parking assistant	<b>Practical Session 3</b> Lat. control (LKA)	<b>Practical Session 3</b> Longit. control (ACC)
	<b>■ Experiencing function and quality</b> <b>Competence development for practical application of the evaluation process</b>		

15:30	Discussion and analysis of results
16:15	Expectations vs. reality – results from a customer survey <b>What does the customer want?</b>   Dipl.-Wirt.-Ing. 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.