

### 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

Dieter Scharpe - Seminar leader Tel.: +49 4761 9706048 • Cell: +49 170 2862728 E-mail: partner.dieter.scharpe@mdynamix.de

#### 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 March 6, 2020. 5 % discount when booking for two participants of the same company at once, 10 % discount when booking for three or more participants.

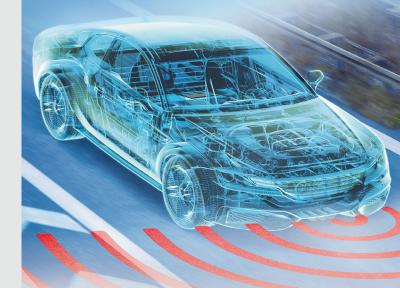
MdynamiX AG • Heßstrasse 89 • 80797 München



#### 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

May 5 to 6, 2020 Vöhlinschloss Illertissen / "Fakt Motion" test track at Allgäu Airport Memmingen Book before March 6, 2020 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.

## 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 -  $\star \star \star \star \star \star$  4,75"

Listen to more participants' experiences on the MdynamiX Youtube channel!

## Experience a unique combination of theory and practice

	DAY <b>1</b>	Tuesday, May 5, 2020			
	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			
	11:15	What does the customer feel?   C. Seidler, M.Sc. Psych. Driving maneuvers and subjective evaluation criteria			
	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 Xperience			
	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			

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

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

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

DAY <b>2</b>				
10:00	Lat. control (LKA)	lopment for practica	C) Parking assistant	
12:15	Lunch break			
	Driver Xperience			
13:00		Practical Session 3 Lat. control (LKA)	Practical Session 3 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? | 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.