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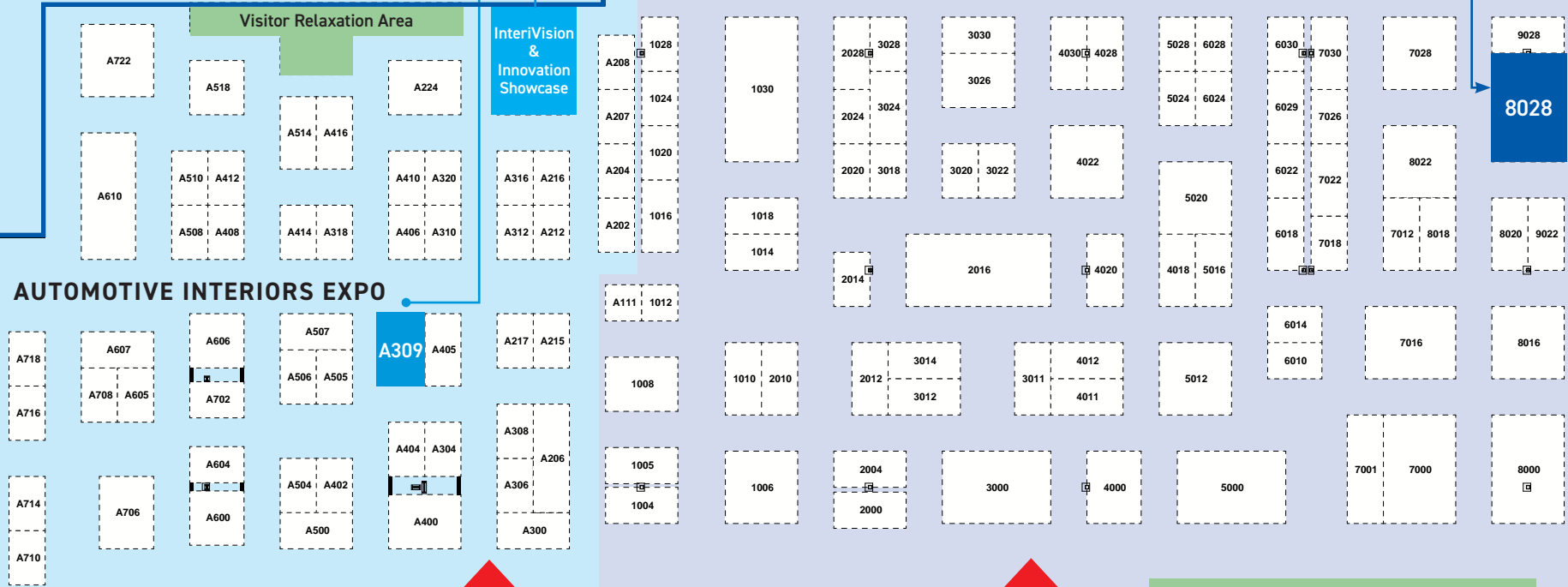
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ENTRANCE

Concessions Area

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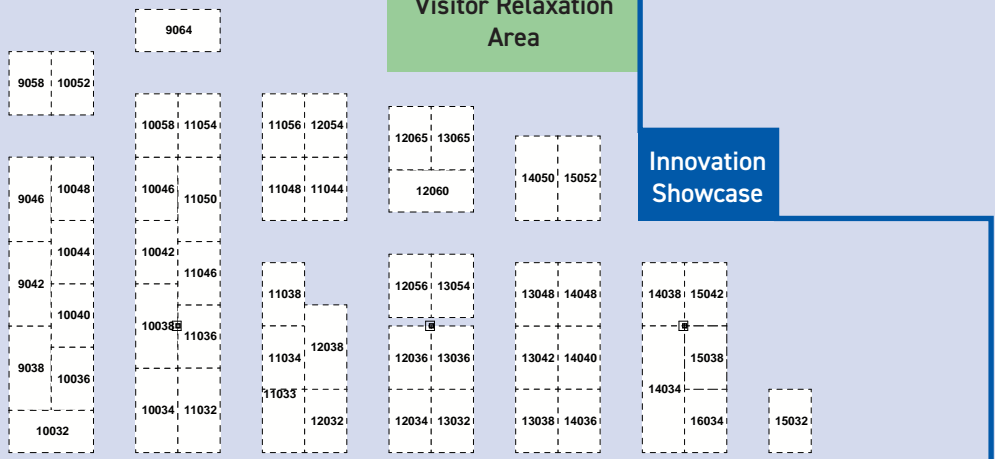


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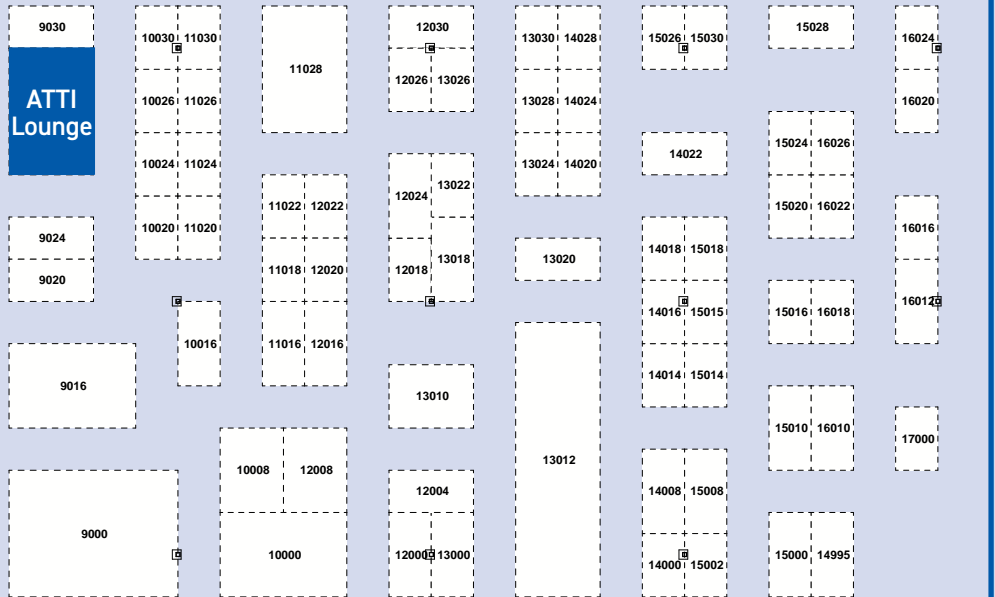
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WELCOME!

Exhibition, Innovation Showcase, Future of Automotive Testing Conference and InteriVision Summit!

Having introduced new technical presentations and practical workshops at both Automotive Testing Expo North America and Automotive Interiors Expo North America this year, we're excited to bring you more content and opportunities to source cutting-edge interiors products, materials and production systems, while also accelerating vehicle development and ensuring production quality.

At Automotive Testing Expo, our three-day exhibition features an Innovation Showcase held alongside the new Future of Automotive Testing Conference. At the exhibition, you can explore how to shorten product development lifecycles and accelerate next-generation technologies while enhancing the quality, reliability and safety of vehicles and their components, thereby eliminating recalls. See the full EV testing ecosystem, next-gen powertrain test and evaluation systems, technologies for ADAS development and validation, end-of-line testing, data analysis and software development from 260+ leading international suppliers.

Also on the expo floor, the Innovation Showcase features special short sessions from those at the forefront of the industry, covering HIL- and SIL-based cybersecurity testing, the future of DAQ systems, and more.

Meanwhile, the Future of Automotive Testing Conference provides a new platform to discuss emerging trends and what lies ahead for automotive testing through in-depth technical workshops, keynote presentations and panel

discussions. Delegates can hear from speakers at 5GAA, GM, Ford, AWS, Stellantis and SAE International, plus our key media partner, *Automotive Testing Technology International*.

At Automotive Interiors Expo, on the left side of the exhibition hall, you can find everything you need to create a high-quality, unique interior that will set your brand apart. The exhibition and Innovation Showcase provide the opportunity to source cutting-edge trends and sustainable solutions in materials, colors, finishes and technologies from leading international suppliers of automotive interiors manufacturing systems and interiors parts.

The new InteriVision Summit offers a platform to discuss the evolving landscape of automotive interiors design and technology through workshops, keynote presentations and panel discussions. Hear from Pebble Mobility, VW, JLR, Yanfeng, Dow Performance Silicones and Faurecia.

Plus, all attendees are warmly invited to join us at the free drinks reception, sponsored by Dewesoft, held in the exhibition hall on Wednesday, October 23.

For any questions, please visit the registration desk or service center and our team will be happy to help.

We hope you enjoy the show!



Charlotte Iggulden
Brand manager
(automotive events)

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USA



OPENING HOURS

Tuesday, October 22
9:00am - 5:00pm

Wednesday, October 23*
9:00am - 5:00pm

*Drinks reception, 4:00pm

Thursday, October 24
9:00am - 3:00pm



FREE WI-FI

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DRINKS RECEPTION

Join us for drinks from
4:00pm, Wednesday,
October 23, in the
exhibition hall. Free to
attend - all welcome!

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If you require assistance in
finding your way around
the exhibitions, please visit
the service center on
Booth 1070, at the back of
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New for this year are four
dynamic stages where you
can hear about future trends
and innovations. All are free
to attend - read on for details
or download the show app to
view the full program
of events



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From 4:00pm,
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SCOT ZAGORSKI

Senior engineer, vehicle dynamics, SEA

Dynamometer products for micromobility devices



Tell me a bit about your company.

For 30 years, SEA's vehicle dynamics team has provided on- and off-road testing, as well as custom automotive testing products. Located in Columbus, Ohio, our team's unique capabilities enable high-quality testing results and testing products built by engineers, for engineers.

What can you tell me about the new dynamometer products?

SEA has a long history in creating testing tools for the automotive and off-road industries. We started with the Vehicle Inertia Measurement Facility (VIMF) in the early 1990s and have since brought driving robots, small robots for VRU ADAS testing, and more to market. Our latest testing products, a suite of custom dynamometer products, allow for the testing of a broad range of micromobility devices. These micromobility devices (which include things like hoverboards, unicycles, e-bikes, skateboards and more) are becoming more and more popular, especially among young people. From regulatory agencies to manufacturers, creating tools to perform dynamic testing is important to safely and efficiently evaluate these products.

What are some features of these products? How do they improve upon other available test tools?

The key feature of the dynamometer products is their versatility. Many other test tools in this space have been designed for only one type of vehicle. On our machines, the design has focused from the start on versatility and being able to accommodate many different drive styles. A hoverboard is going to operate differently than an e-bike or a kick-scooter, but the functional machine needs to be able to accommodate the testing of each at a fundamental control level. There are versions of our dynamometer products that apply driver load via weight plates as well as highly automated versions where driver loading is performed electronically.

“Our team’s unique capabilities enable high-quality testing results and testing products built by engineers, for engineers”

Automation also includes things like a kick-start motor for stand-up scooters, throttle controls and electronically variable roller load. Tilt actuators provide the ability to control vehicles where control is performed by driver lean. These machines can also have data acquisition systems for recording the pack voltages, currents and temperatures of the electric micromobility device under test.

When can customers begin testing with SEA on these new dynamometers?

Customers can inquire about beginning testing as early as February 2025 on a dynamometer located at SEA's headquarters in Columbus, Ohio. Customers can also request a quote for a machine customized to their application and needs.

What will you be showing at Automotive Testing Expo North America 2024?

SEA will be displaying the STRIDE product, the VIMF, dynamometers and our Automated Test Driver, with engineers on hand to answer questions about the full breadth of SEA's testing products and capabilities.

Visit SEA at Automotive Testing Expo 2024, Booth 11026



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DR INGO PLETSCHEN

Product manager, cloud, Ipetronik

Discover IPEcloud 2: Ipetronik's new cloud service for fleet management and validation live in Novi



What will Ipetronik be showing at Automotive Testing Expo North America?

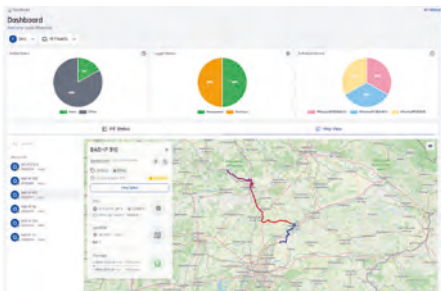
This year, we're proud to launch IPEcloud 2, a cloud-based platform designed to revolutionize the way you manage and analyze data from your test vehicles. With IPEcloud 2, you can view, organize and share real-time data collected from your fleet across departments worldwide. The platform is built for scalability, easily handling hundreds of vehicles, making it an essential tool for fleet managers and engineers alike.

What are the benefits of Ipetronik's latest cloud technology, particularly for fleet management?

IPEcloud 2, developed and managed entirely by Ipetronik, offers customers a secure, dedicated environment to manage their fleet data. This cloud-based service eliminates the need for developing in-house technology, allowing your team to focus on testing and development. With over 10 years of experience in cloud solutions, Ipetronik brings a new level of performance with its IPEcloud platform, powered by modern software and microservices.

Traditional dataloggers can only store a limited amount of information. With IPEcloud 2, you can monitor your fleet in real time, uploading live data such as location, health status and supply voltage directly to the cloud. This frees up your logger to continue operating without interruption, while allowing you to view and analyze data from multiple loggers at the same time.

The ease of use translates directly into improved vehicle uptime. No more manual data uploads – the data is sent automatically to the cloud. IPEcloud's



blob storage ensures unlimited capacity, so you never run out of space.

The potential for scalability is enormous. Everyone in your team can access the same real-time data, no matter where they are in the world – of course, depending on access rights. There's no longer a need for a measurement engineer inside the vehicle – tests can be managed remotely. Whether you're working in development, testing, or monitoring, IPEcloud 2 provides instant access to critical data, allowing for post-processing and live analysis across multiple departments.

We understand that security is crucial when handling sensitive test data. With IPEcloud 2, your data can be encrypted directly at the logger, ensuring that only authorized personnel can access it. Ipetronik uses the latest security standards to keep your data safe.

What are the features of IPEcloud 2?

IPEcloud's intuitive dashboard allows you to create custom workspaces to organize test scenarios. You can assign vehicles to specific projects and quickly access an overview of each fleet. The data is easily searchable, sortable and categorized by key properties, making it simple to find the information that you need.

For electric vehicle tests, IPEcloud 2 offers advanced monitoring capabilities. For example, the logger can automatically trigger data recording when a vehicle begins charging and stop recording once charging is complete. By gathering data from multiple vehicles over time, you can validate vehicle performance under different conditions, such as ambient temperature, charger types or battery status. After charging is complete, the data is uploaded to the cloud, where it can be remotely analyzed by your team.

The dashboard also offers an overview of logger status, available storage, supply voltage and logger configuration for each vehicle. With a click on the map view, you can locate vehicles, track their route and review measurement data as it uploads.

Experience the potential of IPEcloud 2 at Booth 9016

M3 Series

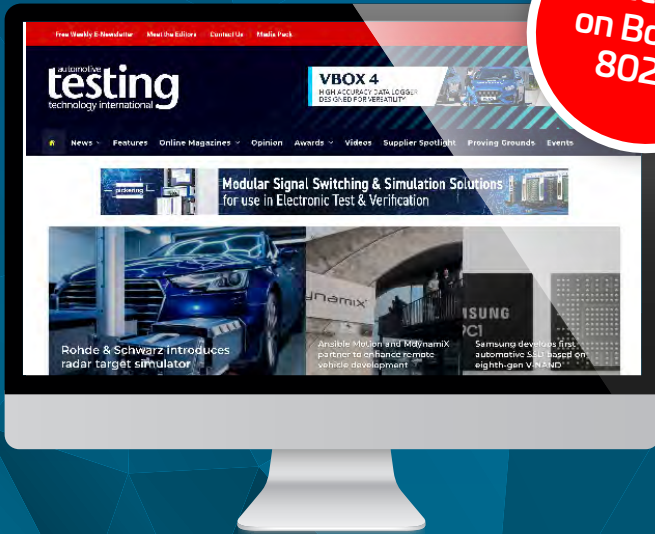
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Booth: 14022

Web: www.4activesystems.at

4activeSystems has experience in active vehicle safety, focusing on testing technologies. Its range includes dummy systems (pedestrians, vehicles and animals) and robot platforms that are suitable for a variety of applications such as crash tests and accident scenario simulations. Committed to customer needs, 4activeSystems optimizes processes to meet NCAP/UNECE requirements.

A&D Technology Inc.

Booth: 3045

Web: www.aanddtech.com

A&D Technology, headquartered in Ann Arbor, Michigan, is a global provider of vehicle battery, powertrain and component testing and development solutions. A&D consults, engineers, manages, procures, integrates, commissions and supports custom systems to optimize test automation, control, simulation, prototyping, calibration, analysis and management processes for R&D labs and end-of-line validation.

A2LA - American Association for Laboratory Accreditation

Booth: 14020

Web: www.a2la.org

A2LA is an internationally recognized accreditation body whose primary mission is to provide comprehensive accreditation services for laboratories, inspection bodies, proficiency testing providers, reference materials producers and product certification bodies. Assessments are conducted using international standards and field-specific technical requirements developed in cooperation with government and industry.

AB Dynamics, Inc.

Booth: 8016

Web: www.abdynamics.com

AB Dynamics' range of testing, verification and validation solutions encompass dynamics, suspension and steering characterization, durability, ADAS and autonomy. As part of the AB Dynamics Group, it enables customers to develop and test vehicles in laboratory and virtual environments, validating on the track before final evaluation on public roads.

Absolute EMC LLC

Booth: 3022

Web: www.absolute-emc.com

Absolute EMC offers premier electromagnetic compatibility (EMC) solutions tailored for automotive development engineers. It provides state-of-the-art testing equipment and comprehensive resources to ensure your vehicles meet stringent EMC standards, enhancing safety and performance. Absolute EMC is partnered with Bolab Systems, mk-Messtechnik, HILO-Test, Haeefly, Lumiloop, EMC Instruments, YIC Technologies and Schwarzbeck.

Acopian Technical Company

Booth: 8020

Web: www.acopian.com

Acopian has been designing, manufacturing and shipping power supplies since 1957. Products include AC-DC power supplies, DC-DC converters and custom power supplies up to 1,400W. All modular units are shipped within three days. All Acopian products are built in the USA and shipped factory-direct to customers worldwide.

ACS Inc.

Booth: 9022

Web: www.acscm.com

ACS designs, engineers and builds innovative equipment, controls and systems for the automotive, aerospace, defense, energy, industrial and manufacturing markets. As a systems integrator, it optimizes facility efficiency with integrated solutions, combining expertise in building design, construction, automation, data acquisition and controls for high-performance systems.

Acutronic USA Inc.**Booth: 7036****Web:** www.acutronic.com

Acutronic offers both standard and custom solutions, regularly designing motion simulation platforms around unique customer needs. Acutronic's motion simulators are used around the world in a variety of industries including aerospace, defense, automotive and consumer electronics.

Additium**Booth: 9028****Web:** www.additium.com

Additium provides advanced safety testing solutions, ensuring precise and efficient testing. Compliant with global safety regulations, Additium offers customized solutions and turnkey projects. These include full-scale crash test facilities, multi-e-launchers, electrical SBA, electrical head restraint test systems, crash simulation systems (sleds), auxiliary equipment and other component-level test rigs.

Advanced Test Equipment Rentals**Booth: 11018****Web:** www.atecorp.com

ATEC equips customers with everything from the latest technology to legacy equipment for a wide array of industry applications. As an A2LA ISO 17025-accredited calibration company, ATEC provides products for numerous industries, including automotive, aerospace, calibration, communications, consumer electronics, defense, EMC, environmental health and safety, and NDT inspection.

AE Techron**Booth: 11018****Web:** www.aetechron.com/index.shtml

AE Techron is a recognized world leader in the design and manufacture of precision audio bandwidth industrial power amplifiers and EMC product safety compliance test systems. It provides comprehensive solutions for power quality, conducted immunity and induced susceptibility testing for the automotive, aviation and telecom industries.

AIP GmbH & Co. KG**Booth: 10008****Web:** www.aip-automotive.de

AIP (Germany) designs and manufactures individual customized test systems R&D and production centers for many of the most well-known vehicle manufacturers worldwide. It offers battery fast-charging stations, torque wheel dynamometers, battery abuse centers, ADAS test systems test bench automation, EMC test benches and e-pulsers, for full vehicles or components.

Allion Labs Inc.**Booth: 4030****Web:** www.allion.com

Founded in 1991 in Taiwan, Allion Labs is a leading provider of certification testing, design validation and engineering consultancy services for the automotive, consumer electronics and IoT industries. It is committed to delivering practical solutions throughout different product stages, bringing innovations to fruition faster, easier and better.

Amber Precision Instruments**Booth: 8046****Web:** www.amberpi.com

API is a research-oriented EMC solution provider and EMC scanner manufacturer providing measurement technologies to resolve urgent and long-sought-after industry problems.

Antriebssysteme Faurndau GmbH**Booth: 3018****Web:** www.faurndau.com

Faurndau is your premier electric destination for tailored electric motors, meticulously crafted to suit your testing rig needs. It specializes in bespoke solutions and provides expert servicing and maintenance for all your electrical drives. Trust Faurndau for precision, reliability and innovation in every motor it creates.

Applied Technical Services**Booth: 5028****Web:** www.atslab.com

ATS assists commercial and industrial clients through inspection, testing, consulting, engineering and calibration. Its experts support numerous industries, tailoring services to each client's needs.

Applus Idiada North America**Booth: 4012****Web:** www.applusidiada.com

Applus Idiada USA, headquartered in California, offers a wide range of cybersecurity, charging, ADAS, passive safety, vehicle dynamics and type approval services. Idiada is a global partner to the automotive industry, providing design, testing, engineering and homologation services worldwide. The company has over 3,400 automotive professionals in 22 countries.

Applus+ Laboratories

Booth: 4012

Web: www.appluslaboratories.com

Applus+ Laboratories provides testing, certification and development engineering services to improve the competitiveness of its clients' products and encourage innovation. A division of the Applus+ Group, it has a network of multidisciplinary laboratories in Europe, Asia and North America.

Applus+ Reliable Analysis

Booth: 4012

Web: ralab.com

Applus+ Reliable Analysis is a subsidiary of Applus+ Laboratories. Located in the Detroit area, the lab specializes in services for the automotive industry, including EMC testing, materials analysis, component and electronics (climatic testing, durability testing), engineering services and fabrication of custom fixtures and machining.

Aptiv Connected Services

Booth: 13000

Web: www.aptiv.com/connected-services

Aptiv Connected Services provides end-to-end solutions for vehicle data collection and analytics. Its preproduction solution, Aptiv Connect Qualifier, is used by 70% of the world's leading vehicle manufacturers. Qualifier helps OEMs find and fix issues more quickly, dramatically reducing costs and streamlining validation processes.

Assured Testing Services

Booth: 8036

Web: www.assuredtestingservices.com

Assured Testing Services is expanding to provide high-quality, fast-turnaround corrosion and materials testing services. The company continues to build lasting partnerships in product development and testing in the automotive, aerospace, defense, marine, architectural and agricultural market sectors. Expertise includes custom test design, physical testing, salt spray, cyclic, xenon and IPX.

Atesteo GmbH & Co. KG

Booth: 3011

Web: www.atesteo.com

Atesteo offers excellence in drivetrain testing for future CO₂-neutral drivetrains. With state-of-the-art technology, the highest engineering standards, 200 test benches worldwide and a wide range of testing services including NVH, environmental simulation endurance testing, efficiency, functional tests, component testing, brake and ADAS tests, Atesteo is a market leader in drivetrain testing.

Autoliv

Booth: 1004

Web: www.autoliv.com

Autoliv is the world's largest automotive safety supplier, providing life-saving solutions for the mobility sector and society. Its participation at Automotive Testing Expo is a way to showcase the company's state-of-the-art testing facilities and global footprint. Visit the booth to speak to one of Autoliv's representatives.

Auto Technology Company

Booth: 1016

Web: www.autotechnology.com

Automotive Testing Expo North America 2025

Booth: 8028

Web: www.testing-expo.com

Visit the sales team to book your booth for Automotive Testing Expo North America 2025 and to receive information on other worldwide Automotive Testing exhibitions in 2025 and beyond, including Europe, India, China and South Korea, respectively.

Automotive Testing Technology International

Booth: 8028

Web: www.automotivetestingtechnologyinternational.com

Automotive Testing Technology International is the world's only international publication focusing on all areas of automotive testing, development and evaluation. *Automotive Testing Technology International* is read by over 52,000 test and evaluation engineers, technical directors, chief engineers, R&D executives and board-level preproduction managers within car manufacturers, as well as Tier 1 and Tier 2 component manufacturers worldwide. The magazine is also available in digital format, which has massively increased worldwide readership.

Avalon Test Equipment

Booth: 6018

Web: www.avalontest.com

Averna Technologies Inc.

Booth: 15014

Web: www.averna.com

Averna is a leading global test and quality integration partner providing innovative solutions for the entire product lifecycle. From prototyping and consulting services to precision assembly and end-of-line testing, Averna's focus is to ensure its customers' products get to market faster with the highest quality, on time and on budget.

Axiometrix Solutions

Booth: 4048

Web: www.axiometrixsolutions.com

Axiometrix Solutions, a global leader with over 40 years of experience, includes renowned brands like Audio Precision, Gras Sound & Vibration, and imc Test & Measurement. It provides specialized solutions worldwide, including data acquisition telemetry for rotational and wireless measurement applications, noise and vibration testing, and more.

B&K Precision Corporation

Booth: 2012

Web: www.bkprecision.com

As a leading manufacturer for over 70 years, B&K Precision provides a complete range of cost-effective test and measurement solutions. Featured solutions at Automotive Testing Expo this year include ATE system power supplies, high-power DC electronic loads and high-speed data acquisition recorders and systems.

Bassetti Group

Booth: 8040

Web: www.bassetti-group.com

Electrify your automotive processes with Teexma today! In an ever-evolving automotive industry, embracing Industry 4.0 technologies is paramount to success. Teexma, the modular and configurable platform developed by Bassetti, empowers automotive companies to stay competitive in a global economy by leveraging these new technologies to improve products, processes and profitability.

Bolab Systems GmbH

Booth: 3020

Web: www.bolab-systems.com

Bolab Systems is a specialized engineering and manufacturing company with solid and comprehensive knowledge and expertise in the development, manufacturing and sales of arbitrary, modular, 4-quadrant high-power voltage and current amplifiers and systems used in aerospace, defense and automotive, as well as by institutions and for many other applications.

Brendel Associates Limited

Booth: 14008 & 14022

Web: www.brendelassociates.com

On Booth 14022, Brendel Associates offers 4active strikeable dummy targets for autonomy and ADAS testing, including static and articulating pedestrian (adult and child), bicyclist, scooter, motorcyclist and animal, and three full-size vehicles plus optional heated models for IR projects. NCAP-approved SB/XB/FB platforms enable precise target motion control at speeds over 100km/h, ensuring high-accuracy testing.

On Booth 14008, Brendel Associates offers navigation, ground truth, vehicle dynamics and sensor test systems for V2X, autonomy, ADAS, pedestrian tracking and NCAP activities from Oxford Technical Solutions, with its industry-leading RT series of inertial and GNSS products and RT-Range system for active safety/ ADAS/NCAP applications.

Bureau Veritas

Booth: 13010

Web: www.cps.bureauveritas.com

With six automotive testing labs in the Americas, Bureau Veritas services include but are not limited to EMC testing, certification, environmental testing, material testing, performance testing and chemical/analytical testing.

Canfigure, Inc.

Booth: 7026

Web: www.canfigure.net/test-validation

Canfigure is a software product that provides everything needed to manage the end-to-end process of planning, testing and validating products including integrated defect management, equipment calibration, automated reporting and more. Canfigure has proven itself as an effective automotive test validation solution and is used internationally.

Photron



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High-speed cameras have become indispensable tools for automotive manufacturers worldwide.

From recording onboard and offboard safety tests to capturing static airbag deployments and combustion events, these imaging systems play an important role in ensuring that vehicles meet the necessary regulations and standards. With the ability to record anywhere from 1,000 to 20,000 frames per second at 1-megapixel resolution or to 1,250fps at 9.4-megapixel resolution, these advanced cameras provide crucial insights for research and development. Some of the most sophisticated cameras can even capture up to 2.7 million frames per second at reduced resolutions.



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Capacitec

Booth: 6044

Web: www.capacitec.com

Capacitec supplies high-temperature disc brake wear analysis sensors to brake suppliers and testing laboratories worldwide. Precision rotor wear monitoring ensures safety and reliability, providing accurate and real-time data for effective rotor wear analysis. Capacitec's new Gapman Gen4 is a portable, battery-operated electronic feeler gage for important electric motor concentricity alignment.

Carl Zeiss GOM Metrology GmbH

Booth: 1008

Web: www.zeiss.com/metrology/en/home.html

Zeiss Industrial Quality Solutions is a leading manufacturer of multidimensional metrology solutions. These include coordinate measuring machines, optical and multisensor systems and microscopy systems for industrial quality assurance, as well as metrology software for the automotive, aircraft, mechanical engineering, plastics and medical technology industries.

Chroma

Booth: 1006

Web: www.chromausa.com

Chroma manufactures battery and power conversion test equipment and automated test systems for the global EV industry. Chroma provides test engineers, technicians and students with a wide range of programmable test solutions to meet rigorous standards during R&D, DVT and production phases in order to bring new automotive technologies to market.

Cincinnati Sub Zero

Booth: 2016

Web: www.cszindustrial.com

Cincinnati Sub Zero is a leading environmental test chamber brand providing over 80 testing solutions for a variety of automotive testing applications. These chambers include temperature, humidity, combined temperature, humidity and vibration, thermal shock, HALT and HASS, altitude, and more. Sizes from small benchtop to large walk-in/drive-in chambers.

Circuit Check Inc.

Booth: 5034

Web: www.circuitcheck.com

Circuit Check is a leading provider of automated test systems and test fixtures for complex electronic products. Circuit Check specializes in rapid design and deployment of complex systems, including automation, vision and user interface testing. The company's systems are supported by staff throughout the United States, Canada, Mexico, Europe, Malaysia and China.

Climatic Testing Systems, Inc.

Booth: 7022

Web: www.climatictesting.com

Climatic Testing Systems is a leading supplier of environmental test equipment for the automotive industry. CTS specializes in refrigeration, air conditioning, mechanical design and control technologies. Its products include calorimeters, thermal system test benches, corrosion test facilities, combustion air supply systems, brake dynamometer conditioners, drive-in test chambers and VV/VT SHEDS.

CME Technology Co. Ltd

Booth: 14038

Web: www.creditcme.com

CME Technology was founded in 2006 and specializes in manufacturing equipment for mechanical environmental reliability testing and simulation. Products include shock test systems, SRS test machines, hydraulic vibration shakers, constant acceleration testers, multi-DOF motion simulation tables and packaging test machines.

Competitive Vehicle Services

Booth: 14034

Web: www.competitivevehicle.com

Competitive Vehicle Services (CVS) is a corporate vehicle rental and sales company. CVS has the experience and resources to facilitate importing and exporting specialty vehicles for research, development and testing. CVS will professionally deliver the vehicles or parts needed for any project or promotion with speed, flexibility and cost-effectiveness.

Contec Americas Inc.

Booth: 15016

Web: eshop.contecamericas.com

Contec manufactures industrial/embedded computers, single-board computers, data acquisition systems, industrial servers and display solutions. Its board products are manufactured via the company's SMT lines in Japan and Taiwan, with local systems assembly capabilities in the United States. Contec's products are ideal for healthcare, automotive and factory automation usage.

Continental**Booth: 1012****Web:** www.ualdeprovinggrounds.com

Continental is exhibiting products and services that enhance your testing capabilities and bring state-of-the-art technologies to your vehicle interior, including telematics, intelligent glass (electronic shading), In2Visible cockpit displays and more. Continental will showcase the capabilities of its proving ground facility located in Uvalde, TX, which is available to rent.

Continental Brimley Development Center**Booth: 1012****Web:** www.continental.com**Correlated Solutions, Inc.****Booth: 12020****Web:** www.correlatedsolutions.com

Correlated Solutions is a worldwide supplier of DIC measurement systems for non-contact, full-field analysis of 3D shape, motion, deformation and strain. Systems are customizable and data can be easily extracted for FEA validation.

Crystal Instruments**Booth: 8018****Web:** www.crystalinstruments.com

Crystal Instruments provides complete automotive environmental testing solutions along with its sister company Sentek Dynamics. Solutions include electric vehicle battery testing, portable data acquisition with CANbus, acoustic measurement, modal testing and analysis. Single-axis, MESA, MIMO and combined temperature/humidity/vibration testing systems are available, along with contract testing in CA and NC.

CSM Products Inc.**Booth: 7001****Web:** www.csmproductsinc.com

Fast, precise and flexible measurements in the vehicle development sector: CSM (Computer-Systeme-Messtechnik GmbH) is a leading manufacturer of mobile measurement equipment and data acquisition systems. For over 30 years, it has set technological standards in the field of vehicle measurement technology. Offices in Auburn Hills, MI provide local sales and support.

Dataforth Corporation**Booth: 13032****Web:** www.dataforth.com

Dataforth is a worldwide leader and innovator of signal conditioning, data acquisition, IoT power and energy monitoring and data communication products. Dataforth provides instrument-class, high-performance and high-accuracy solutions for a wide variety of industrial markets from A-Z, including but not limited to the ever-enlarging factory automation sector.

DEKRA North America**Booth: 13054****Web:** www.dekra.com

Entering the global marketplace is a complex endeavor. With a worldwide network of labs and expert personnel, DEKRA is your partner in navigating market access, product connectivity and regulatory compliance. Its comprehensive testing and certification services ensure that your products reach the market quickly, economically and safely.

Delta Motion**Booth: 16024****Web:** www.deltamotion.com

Delta Motion's RMC motion controllers offer precision closed-loop control for hydraulic and electric systems with up to 50 axes of position, velocity and/or pressure/force control. Efficiently communicate with nearly any industrial automation device using protocols like EtherCAT, ethernet/IP and many others. Delta's RMCtools' easy-to-use software simplifies setup, commissioning and troubleshooting.

Denkei Corporation Americas**Booth: 15012****Web:** www.n-denkei.com/america

Denkei Corporation Americas specializes in electronic measuring instruments, science and analysis equipment and environmental testing devices. With over 70 years of experience, the company offers high-precision tools and comprehensive support to ensure accuracy and quality. Visit the booth to explore the extensive systems and product range and to discover solutions tailored to your needs.

Dewesoft LLC**Booth: 13012****Web:** dewesoft.com

Dewesoft's staff pride themselves on their reliability and service to the company's customers. The staff comprises physicists, engineers, technicians and other professionals who have lived and understand your challenges and timelines, and the importance of customer relationships and feedback crucial to project success. Trust the best. Dewesoft.

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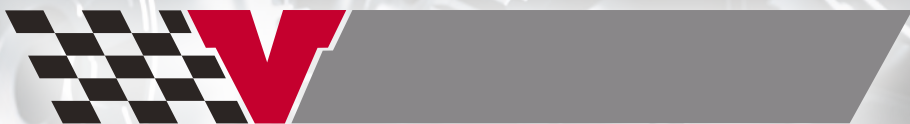
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Diversified Technical Systems

Booth: 15008

Web: dtsweb.com

Diversified Technical Systems (DTS) is a leading manufacturer of miniature, rugged data acquisition systems and sensors for automotive passive safety and component testing. DTS measurement solutions support a variety of critical testing worldwide, including crash, blast, pedestrian safety, rollover, road load, airbag fire, Euro NCAP and in-dummy DAS solutions.

Dongling Technologies Co. Ltd

Booth: 13024

Web: www.donglingtech.com

Dongling, a member of Suzhou New District Hi-Tech Industrial Co. (SND), was established in 1995. Dongling devotes itself to developing and manufacturing mechanical environmental and reliability testing equipment and offers a comprehensive range of products and solutions to help customers around the world solve testing challenges.

Drive Dynamics

Booth: 1028

Web: www.drive-dynamics.com

Drive System Design

Booth: 12026

Web: www.drivesystemdesign.us

Visit DSD to engage a true development partner that provides flexible and intelligent development, test and build services that support characterization and validation of electromechanical systems. DSD's people, expertise and facilities combine to provide a world-class development center, delivering turnkey projects from design to validation for decades.

Druck

Booth: 10036

Web: www.druck.com

Druck, a Baker Hughes business, delivers world-class expertise, excellence and reliability in the toughest environments. Druck's piezo-resistive pressure sensors, pressure transducers, pressure test and calibration instruments provide high performance, stability, quality, accuracy and quick response – in any environment.

dSPACE Inc.

Booth: 3000

Web: www.dspace.com

dSPACE is a leading provider of simulation and validation solutions worldwide for developing networked, autonomous and electrically powered vehicles. Its portfolio ranges from end-to-end solutions for simulation and validation to engineering and consulting services, as well as training and support. www.dspaceinc.com

Dylix Corporation

Booth: 12024

Web: www.dylixcorp.com

Dynamic Research, Inc.

Booth: 8016

Web: dynres.com

DRi is an AB Dynamics Group company that provides year-round dynamics, ADAS and K&C testing services from its California proving ground as well as offering comprehensive human factors research services and a world-leading range of surrogate ADAS test targets.

Dynisma Ltd

Booth: 2028

Web: www.dynisma.com

Dyno One Inc.

Booth: 3050

Web: www.dyno-one.com

For over 41 years Dyno One has been a leader in the dynamometer industry, providing new and remanufactured AC, EC, DC and hydraulic dynamometers of all makes/models; electronic controls; amplifiers; data acquisition; electrical/mechanical systems; and complete turnkey solutions in design integration and project management.

Eden Engineering

Booth: 12065

Web: www.eden-eng.net

Eden Engineering provides expert field service for dynamometer test systems, custom test system design and in-house automotive testing. Its innovative solutions and skilled technicians ensure top performance and reliability for all your testing needs. Visit the booth to discover how Eden Engineering can help you succeed.

EDP Company**Booth: 8048****Web:** www.edpcompany.com

Located in Livonia, Michigan, EDP Testing Services has three hot and cold testing cells for vehicles, powertrains and components. The company delivers what every engineer is looking for: a reliable, fully functional, multicapability vehicle climatic test cell and excellent customer service at an affordable price.

Element Materials Technology**Booth: 4028****Web:** www.element.com

With over 100 years of experience, Element is a leading provider of materials and product testing services to automotive OEM and Tier 1 suppliers. It offers a comprehensive suite of battery, environmental, materials, calibration and product testing services for electric, autonomous and traditional vehicle systems.

Elite Electronic Engineering, Inc.**Booth: 15042****Web:** www.elitetest.com

Elite Electronic Engineering provides automotive electronics validation testing services. Founded in 1954, Elite is a full-service electromagnetic compatibility/interference (EMC/EMI), environmental stress (vibration, climatics, exposure) and photometric (luminous flux, intensity, color, NVIS) testing laboratory. All testing is in one location on Elite's campus. The company has OEM recognition around the world.

eMpulse Test Systems**Booth: 8060****Web:** www.empulsetestsystems.com

eMpulse, a global leader in servoelectric technology, boasts 40+ years of innovation and over 200 installations worldwide. It specializes in energy-efficient solutions, offering unparalleled precision, reliability and safety. The company's road simulators and vibration systems accelerate product development, enhance performance and significantly reduce operational costs and environmental impact. Smarter. Sustainable. Servoelectric.

Ernst + Co. Prüfmaschinen GmbH**Booth: 9064****Web:** www.ernst-gruppe.de

Ernst + Co. Prüfmaschinen is one of the leading German manufacturers of innovative technologies for the vehicle safety and test system industry. The company's product offerings range from application-specific crash systems to automotive test beds, as well as customized testing equipment.

Espec Corp**Booth: 5020****Web:** www.espec.com

With over 40 years of experience, Espec North America advances the automotive marketplace toward its goals by providing top-tier environmental test chambers and accelerated reliability equipment from benchtops to custom drive-ins. The company ensures unparalleled quality and innovation, making it a trusted partner for all your testing, service and support needs.

ETS Solution NA, LLC**Booth: 6054****Web:** www.etssolution.com

ETS Solutions is a trusted provider that offers a range of affordable, high-quality vibration and environmental test equipment. With a focus on innovative technical expertise, ETS delivers reliable, long-term solutions tailored to meet your specific test requirements.

Excel Engineering**Booth: 6029****Web:** www.excelengineering.org

Excel Engineering has 20+ years of supporting the globe's smallest and largest OEMs. It provides testing services for IC engines (7-4,500hp), powertrain, electrification, hydrogen and more, including DV/PV, altitude, small chassis dyno and certification testing. EV and ESS testing constantly expands with 25 test cells at 2,000V and 1MW, abuse testing and off-gas quantification.

Flow Systems**Booth: 11020****Web:** www.flowsystemsinc.com

Flow Systems manufactures automated flow test systems. FSI Calibrations is an 17025-accredited flow calibration laboratory.

Fluid Chillers**Booth: 7038****Web:** www.fluidchillers.com

Fluid Chillers is a manufacturer of standard and custom cooling systems. It offers custom solutions to meet client needs and has the capability to cool to -120°F. It additionally offers mixed cooling and heating systems.

Force Control Industries, Inc.

Booth: 10026

Web: www.forcecontrol.com

Force Control Industries has been offering American-made clutches and brakes since 1969 with a focus on providing quality products, services and continuous improvement. The company's products featuring oil shear technology are proven to outlast dry-friction alternatives. Therefore, reliability and quality are at the heart of every product produced by Force Control.

Fox River Systems, Inc.

Booth: 14028

Web: www.forcecontrol.com

Fox River Systems provides services and training that complement the test and measurement instruments it represents. FRS is a partner of Ono Sokki, SM Instruments, Fotric and Fluke, with a focus on sound and vibration characterization, BSR noise source identification, thermal and acoustic/ultrasonic imaging and electrical measurements.

Frank Bacon Machinery Sales Co.

Booth: 10042

Web: www.frankbacon.com

Frank Bacon Machinery Sales has almost 70 years of experience in rebuilding equipment and is recognized as having the world's largest inventory of surplus mechanical testing equipment. The company sells new and used tensile, vibration and fatigue machines. It is A2LA ISO 17025 accredited for testing and calibration.

Frontline Technical Sales Group, LLC

Booth: 7032

Web: www.frontlinetsg.com

Frontline Technical Sales Group specializes in providing process instrumentation, automation, inspection and test lighting equipment for the industry. It is expert in flow, level, pressure, temperature, density and refractive index measurements of fluids and lighting for testing and paint inspection of finished products for quality.

FT Techno of America

Booth: 11030

Web: www.ftt-a.com

FT Techno is an independent proving ground located on 950 acres in southeast Michigan offering test track rental and testing services for the mobility industry. Multiple test tracks provide the optimum environment for complete vehicle development with testing services supporting next-generation vehicles. New for 2024 is the DC Fast Charging and Safety Management System.

Gantner Instruments

Booth: 6062

Web: www.gantner-instruments.com

Gantner Instruments offers advanced testing technologies for electric vehicles, featuring high-voltage data acquisition, power analyzers for e-axle assessments, quiescent current measurement systems that monitor current shifts from dormant to active states, and electrochemical impedance spectroscopy to optimize battery performance. These technologies enhance the automotive development process with precise data analysis.

Generaltest

Booth: 16016

Web: www.offttest.com

Generaltest's products are widely used in the testing and manufacturing of automotive electronics, consumer electronics, rail transit, medical electronics and new energy products.

GeneSys Elektronik GmbH

Booth: 14016

Web: genesys-offenburg.de/en

For almost 30 years, GeneSys has been developing high-precision and innovative sensor systems for demanding test and measurement applications. Laser measurement technology and inertial sensors are used to capture precise position and motion data of vehicles. The GNSS-based inertial system ADMA was developed specifically for vehicle dynamics analysis and ADAS evaluations in the automotive sector.

Genuen

Booth: 7028

Web: genuen.com

Global Validity

Booth: 15038

Web: www.globalvalidity.com

Global Validity specializes in obtaining mandatory regulatory certifications for device manufacturers in over 200 countries and territories. The company prioritizes project control and transparency by using Access Manager, its advanced end-to-end certification management platform designed to empower Global Validity's expert project managers to lead your global market access process with confidence.

GP:50**Booth: 13048****Web:** www.gp50.com

GP:50 is an AS9100D with ISO 9001-certified world-class designer and manufacturer of pressure and temperature sensing transducers. Its core competency is the ability to customize specialty pressure sensors in both small and large volumes within relatively short lead times, ready to meet the most demanding automotive testing conditions.

Graphtec America Inc.**Booth: 15026****Web:** www.graphtecamerica.com**Grid Connect****Booth: 8044****Web:** www.gridconnect.com

As a leader in industrial networking and IoT hardware for more than 20 years, Grid Connect is dedicated to finding new solutions to old problems. The company has worked tirelessly to find the right CAN partners worldwide and build an engineering team capable of customizing hardware to meet your needs.

Guangdong SMS Intelligent Equipment Co. Ltd**Booth: 15032****Web:** www.smstestsolutions.com

Guangdong SMS Intelligent Equipment is a high-tech enterprise providing one-stop test solutions, specializing in the research, development, production and sale of various kinds of testing equipment specifically for the automation, battery manufacturing, electronics, solar PV, semiconductor and relevant industries.

Hausmann Industrieelektronik**Booth: 9044****Web:** www.sh-el.de

Hausmann Industrieelektronik provides innovative universal test bench inverters for operating/characterizing of electric motors with operating voltages of 800V or 1,000V and hardware/software concepts for restbus simulation in engine development/production. It also provides the powerful BSR48HP battery simulator for vehicle systems from 12V to 48V, as well as automated gearshift systems, linear actuators and customer-specific solutions for endurance/function testing of gearboxes/components.

HBK**Booth: 5000****Web:** www.hbm.com

HBK provides solutions in virtual, physical and in-process testing to accelerate product innovation. It supports customers working in various industries, from the electrification of mobility to the advancement of smart manufacturing, working throughout the entire product lifecycle, sharing your mission for a cleaner, healthier and more productive world.

Head acoustics, Inc.**Booth: 4020****Web:** www.headacoustics.com

Stop by the booth and learn more about how Head acoustics can help with all of your noise, vibration and voice quality test needs!

Hi-Techniques, Inc.**Booth: 6034****Web:** www.hi-techniques.com

Hi-Techniques is a global leader in providing high-performance and accurate data acquisition solutions. The three different platforms offered are best-in-class

for laboratory or ultra-rugged applications. Combine wireless strain, most analog inputs, video, CAN and WFT in one system. The scalable architecture supports tens to thousands of channels.

Hioki USA Corp**Booth: 5032****Web:** www.hioki.com/us-en

Hioki has revolutionized the measurement industry, paving the way toward a sustainable future. Hioki specializes in automotive testing technology solutions that enhance testing efficiency, accuracy and reliability. Be sure to visit the booth for a hands-on demonstration!

Hirox-USA, Inc.**Booth: 15016****Web:** www.hirox-usa.com

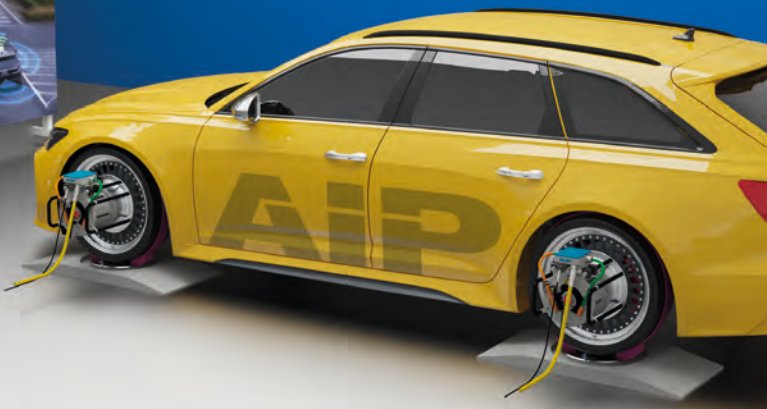
Hirox invented the first digital microscope over 40 years ago, paving the way for 3D digital microscopy. Its high-quality optical, mechanical and lighting designs give Hirox 3D digital microscope systems the highest optical inspection power of 10,000x and various adapters, including the 3D rotary head.

Honda Development and Manufacturing of America**Booth: 10038****Web:** www.halowindtunnel.com

What does a bright future sound like? The HALO Wind Tunnel will show you, integrating control software and acoustic data acquisition for incredibly efficient advancement through your test plan. You'll be able to test more innovative designs during your day, leaving you with high confidence in your design direction.

Innovative Testing Systems for E-Mobility Challenges

Visit our Booth #10008, Hall 1



Functional Integration Test Bench



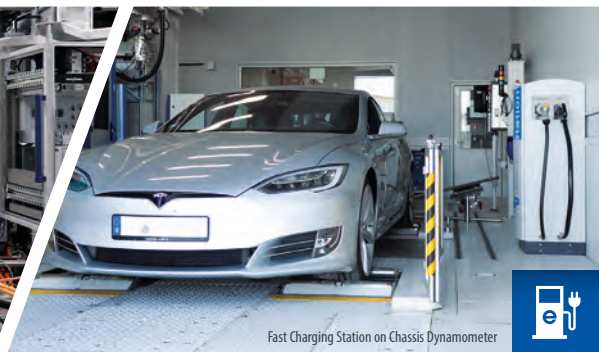
Heavy Duty Multi-axle Vehicle Test Bench



EMC Charging Box



Heavy Duty Powertrain System Test Bench



Fast Charging Station on Chassis Dynamometer



poc-aip.com



aip-automotive.de



aip-automotive.de

Horiba**Booth: 12004****Web:** www.horiba.com/automotive

Horiba provides innovative applications and insights, advanced automotive validation and verification technologies and equipment, and ongoing guidance and consultation to client partners across the globe. Its ever-expanding engineering expertise and ongoing innovations provide customers with complete solutions that solve industry challenges.

Huber USA, Inc.**Booth: 12036****Web:** www.huber-usa.com/en

Huber is the technology leader for high-precision thermoregulation solutions in research and industry. Its products ensure precise temperature control in laboratories, pilot plants and production processes worldwide, from -125°C to 425°C.

Humanetics**Booth: 2010****Web:** www.humaneticsgroup.com

Humanetics is an industrial technology group and a leading provider of safety systems, crash test dummies (ATDs), simulation software (RAMSIS), CAE models, human body models, a complete line of passive and active safety SW and testing solutions, precision sensors, fiber optics and laser material processing solutions.

Hydrotechnik USA**Booth: 13036****Web:** www.hydrotechnik.com**IC-Fluid Power, Inc.****Booth: 6042****Web:** www.icfluid.com/products/hydraulic-cylinders

Herbert Hänchen is a German

manufacturer of one of the largest test actuator ranges on the market. Hänchen products are exclusively presented in the US by IC-Fluid Power, the global hydraulic component sourcing company founded to provide easy access to high-quality, European/German hydraulic technology, components and solutions.

IMEG**Booth: 15020****Web:** www.imegcorp.com

With over 50 years of industry knowledge in the automotive space, IMEG offers its unique experience to help clients with design for advance development in planning facilities. In addition to providing manufacturing facility engineering services, IMEG offers advance test lab design services for ICE, battery, H₂ and fuel cell applications.

IMV America, Inc.**Booth: 14040****Web:** www.imv-usa.com

IMV America specializes in the development, manufacturing, sales, repair and maintenance of vibration test systems, seismic monitoring, environmental test systems, signal processing software, machine control systems and related equipment. IMV provides contract testing centered on vibration (environmental) testing, provision of measurement analysis services and other consulting services.

Industrial Inspection & Analysis, Inc.**Booth: 12054****Web:** industrial-ia.com

The one-stop shop for technology companies, Industrial Inspection & Analysis provides wireless testing and product certification services that help bring innovative digital devices and radio equipment to markets around the world.

Inficon**Booth: 11024****Web:** www.inficon.com

Inficon leak detection test equipment is trusted by auto makers and their suppliers around the world. Inficon offers solutions from helium vacuum testing of individual battery cells to helium or forming gas sniffer leak detection on larger battery modules/packs, to coolant and refrigerant sniffer leak detection after final assembly.

Influx Technology**Booth: 13038****Web:** www.influxtechnology.com

Influx Technology was established in 1999 and specializes in CANbus data solutions designed for engineers. The approachable team is dedicated to designing modular and flexible solutions that are intuitive to use. Influx Technology solutions are locally supported worldwide by partner organizations. It provides engineering services and consultancy to the automotive, heavy vehicle, fleet, IoT, oil and electronics industries and also works closely with several universities in the UK and EU.

Ingun USA, Inc.**Booth: 16012****Web:** www.ingun.com

Ingun is a development partner for innovation, with the highest quality standards and a global presence with an unbeatable portfolio. With its products and services, Ingun contributes to customers' technological visions becoming a reality. New, sustainable technologies for the progress of our world could not be developed reliably without Ingun's innovative solutions.

Innkeeper LLC

Booth: 16020

Web: www.innkeeperllc.com

Innkeeper manufacturers user-friendly systems for durability, fatigue and performance testing of components. It focuses on the design and implementation of closed-loop control systems using hydraulic, pneumatic and electromechanical actuators for use in laboratory and production environments, retrofit and recontrol of existing equipment, and system integration for new products.

Innomotics

Booth: 11034

Web: www.innomotics.com

Innomotics' test applications division is a global manufacturer of high-performance dyno test stands and drive systems, chosen by its customers for reliable performance and deep engineering expertise. Motor range: 100kW-100MW, 1-35,000rpm.

Instek America Corp

Booth: 3028

Web: www.instekamerica.com

Instek America provides PEL-5000C (up to 192KW, 1,200V DC loads), AEL-5000 (up to 540KW AC loads), ASR-6000 (6-18KVA AC source), hi-pot tester, power meter and DAQ to test EV batteries, EV charging stations and other EV components. See you at the Instek booth!

Interface, Inc.

Booth: 6036

Web: www.interfaceforce.com

Interface is the world's trusted leader in the technology, design and manufacturing of force measurement solutions. Its clients include a who's who of the aerospace, automotive and vehicle, medical device, energy, industrial manufacturing and test and measurement industries.

Interface was founded in 1968 and is a US-based, woman-owned technology manufacturing company.

International Wheel & Tire

Booth: 9036

Web: www.iwt-global.com

International Wheel & Tire (IWT) is a worldwide leader in the integration of wheel and tire assembly and test systems (mounting, inflating, balancing, etc). International Test Equipment (ITE), a division of IWT, delivers world-class solutions for powertrain testing (clutch, NVH, etc).

Intertek

Booth: 6010

Web: www.intertek.com/automotive

Intrepid Control Systems, Inc.

Booth: 9000

Web: www.intrepidcs.com

Intrepid Control Systems provides innovative and capable tools for engineers in autonomy, testing and embedded engineering. Intrepid provides embedded communication interfaces for AUTOSAR, CAN/FD, LIN, FlexRay, automotive ethernet, A2B, wBMS, J1939, ISO 14229 and GMLAN. Intrepid can support you no matter where you are.

Ipetronik, Inc.

Booth: 9016

Web: www.ipetronik.com

Ipetronik develops and supplies test benches, mobile measuring technology, DAQ software and engineering services for the mobility of the future. The company is on-site worldwide for vehicle development in the automotive industry as well as for aerospace and industry. Ipetronik is specialized in thermodynamics, acoustics and thermoacoustics.

IR Telemetrics

Booth: 3030

Web: www.irtelemetrics.com

Julabo USA/ Memmert USA

Booth: 9046

Web: www.julabo.us

Julabo USA offers a wide range of liquid temperature control solutions operating from -95°C to 350°C that can be used for automotive components, materials testing and calibration. Memmert is an industry leader for state-of-the-art lab equipment, helping companies find the right equipment for any laboratory, environment and R&D.

Kanomax USA, Inc.

Booth: 7054

Web: www.kanomax-usa.com

Kanomax delivers the best measurement solutions with its products and services that offer precision measurement technology for fluids and particles. It contributes to technological innovation and quality improvement for quality and environment management. Sustaining human well-being in the areas of environment, health and energy has long been Kanomax's goal.

Kewell Technology Co. Ltd

Booth: 4032

Web: www.kewelltest.com

Kewell Technology provides comprehensive test solutions and intelligent manufacturing equipment for various industries based on test power supplies. At present, it has three main product lines: test power supplies, fuel cell test equipment, and power semiconductor and intelligent production line testing.

Keyence Corporation of America

Booth: 13028

Web: www.keyence.com

Keyence's datalogger introduces a time-saving and user-friendly solution to the complex world of datalogging. The NR Series is equipped with flexible connectors, configurable input cards and customizable software. Whether it's temperature, voltage, vibration, or any critical parameter, the NR Series can simplify complex measurements within the automotive industry.

Keysight Technologies

Booth: 1030

Web: www.keysight.com

Keysight enables innovators to push the boundaries of engineering by quickly solving design, emulation and test challenges. Whether you're looking to advance the adoption and safety of autonomous vehicle or electric vehicle technologies, Keysight accelerates innovation with intelligent insights to reduce risk and speed time-to-market.

Kikusui America, Inc.

Booth: 15016

Web: kikusuiamerica.com

Kikusui America offers advanced power electronics solutions and test equipment for the automotive, aerospace, energy and telecommunications industries. It specializes in precision DC power supplies, AC power sources, electronic loads and comprehensive test systems, delivering innovative solutions that enhance testing capabilities and efficiency. Visit the booth to explore more.

Kistler Instrument Corp

Booth: 4034

Web: www.kistler.com

Kistler is the global market leader for dynamic pressure, force, torque and acceleration measurement technology. Customers benefit from Kistler's experience as a development partner and its unique sensor technology, enabling them to optimize their products and processes. Visit the booth to learn more!

Konrad Technologies

Booth: 16010

Web: www.konrad-technologies.com

Konrad Technologies has been a global provider of automotive testing solutions to OEMs and Tier 1 suppliers for over 30 years. This year the company is showcasing its capabilities in cell-level battery tests, PCBA/ECU tests and AI/GPU/FPGA-enabled automotive camera testing.

Kracht Corp

Booth: 12022

Web: www.krachtcorp.com

Kracht is a globally active medium-sized engineering company with around 450 employees. Its core competencies are the development, manufacture and sale of high-quality technologies in the areas of pumps, fluid measurement, valves, hydraulic drives and customized system solutions.

KS Engineers USA

Booth: 3014

Web: www.ksengineers.com

Testing the future of mobility: KS Engineers presents innovative test technology for modern drive concepts as well as the latest add-on for the KS-R2R vehicle-in-the-loop test bench, which enables testing of ADAS/AD functions. Curious for more? Visit the booth

or contact branch manager Emanuel Martens at emanuel.martens@ksengineers.com.

Kulite Semiconductor Products, Inc.

Booth: 9032

Web: www.kulite.com

Kulite's automotive pressure transducers are used for testing, process control and automotive control, as well as for fluid systems on commercial vehicles. Flush-mount, solid-state pressure transducers are used for controlling the pressure in paint application systems and structural foam infusion systems. Small-package transducers measure brake pressure/ABS testing, dynamometer testing, and coolant/oil/fuel pressure gearbox testing.

Kunyi Electronics Technology (Shanghai) Co. Ltd

Booth: 15000

Web: www.vcarsystem.com

Kunyi Electronics Technology (Shanghai), established in 2011, focuses on the development of embedded system R&D testing toolchains. It serves various industries including automotive, education, rail transportation and aerospace.

Kyowa Americas Inc.

Booth: 1038

Web: www.kyowa-ei.com

LaFontaine Global Vehicles

Booth: 7016

Web: www.lafontaine-global.com

LaFontaine Global specializes in vehicle supply on your terms to help you achieve your goals. The company caters to OEMs, Tier 1 & 2 suppliers and R&D

for rent or purchase, for use in benchmarking, engineering evaluations, product launches, ride and drives, fleet management, certified testing, overseas/out-of-market vehicle procurement and more.

Laser-View Technologies, Inc.

Booth: 6046

Web: www.laser-view.com

Laser-View Technologies is a provider of non-contact measurement sensors and systems for industry. Addressing the toughest industrial challenges, the company delivers comprehensive solutions through cutting-edge sensors and accompanying accessories. Its roots lie in meticulously crafted engineering, a foundation that remains robust to support OEM customers, machine builders and end users.

Lauda Brinkmann LP

Booth: 6014

Web: www.lauda-brinkmann.com

LaVision Inc.

Booth: 6058

Web: www.lavision.com

LaVision provides integrated imaging systems for the scientific, industrial and educational markets. LaVision has extensive experience in optical techniques such as 2D, stereo and tomographic particle image velocimetry, gaseous and liquid laser-induced fluorescence, shadowgraphy for multiphase flows, digital image correlation for deformation/strain, high-speed and ultra-high-speed imaging, and intensified camera systems.

Link Engineering Company

Booth: 4011

Web: www.linkeng.com

Established in 1935, Link Engineering Company offers customized solutions, including the design and manufacture of high-precision test, research, simulation, quality control and thermal solution equipment, plus comprehensive test services. Link is headquartered in Plymouth, Michigan, with manufacturing and design facilities, laboratory and vehicle test operations and support teams globally.

LNS Intelligent Technology Co. Ltd

Booth: 13022

Web: www.liensi.com

Shandong Liensi Intelligent Technology is located in the Qilu Hi-Tech Industrial Development Zone. The company independently developed and owns the core technology of the special piezoelectric material formula and has focused on the development of a number of sensor technologies to fill the gaps.

Lone Star Industrial

Booth: 10046

Web: www.lonestarindustrial.com

Since 1977, Lone Star Industrial has been manufacturing and designing spring test probes, hat probes, threaded probes, switch probes and custom probes for automotive and printed circuit board electrical tests on wire harnesses. Short or long runs are accepted. The average turnaround is less than one month. Made in the USA.

Lowing Products

Booth: 11054

Web: www.lowinglight.com

Lowing Products offers precision shot bags of the best quality:

Lowing's exact weight shot bags are well suited for use in industrial weight testing, calibration, counterbalance applications, aeronautics, aircraft engineering and automotive engineering, as well as in film, video and still production.

LTG Incorporated

Booth: 7018

Web: www.ltg-inc.net

With 100 years of experience and knowledge, LTG provides solutions for any airflow challenge in automotive testing. For 25 years the LTG Fahrtwindsimulator (airflow simulator, road speed fan) has set the standard for car manufacturers around the world in emission, fuel economy, end-of-line and quality testing.

m+p international

Booth: 6022

Web: www.mpihome.com

Your global partner for innovative test and measurement solutions, with cutting-edge technology, tailored products and unmatched customer support, m+p international empowers industries worldwide to excel in performance and reliability. Explore www.mpihome.com for advanced solutions that drive success.

Mantracourt Electronics Ltd

Booth: 6040

Web: www.mantracourt.com

Discover Mantracourt Electronics, a UK-based company with world-renowned expertise in the field of strain bridge measurement. The company designs and manufactures innovative high-performance electronics and software used with load cells, strain gauges, pressure sensors, torque transducers, flow sensors and temperature sensors. Mantracourt Electronics looks forward to discussing your instrumentation challenges.

Mars Labs LLC

Booth: 14000

Web: www.marslabs.com

Now in its 26th year, Mars Labs' high-performance, scalable data acquisition systems are still designed and built in the USA. Offering best-in-class price/performance, the company's award-winning family of DAQ products combine exceptional ease of use with extensive support for analog and digital inputs. Visit the booth to learn more.

Mensor LP

Booth: 15052

Web: www.mensor.com

Mensor is a leading provider of precision pressure measurement solutions, significantly impacting the automotive industry by enhancing vehicle safety and performance. The company's innovative technologies ensure accurate pressure monitoring in various automotive applications, contributing to developing cleaner, safer and more reliable vehicles globally.

Messring GmbH

Booth: 6028

Web: www.messring.de

Messring offers customized solutions for testing vehicle active and passive safety systems. The range of services includes the realization of large, multifunctional crash test facilities as well as sled test systems. In addition, the company offers innovative equipment for testing ADAS and AV driving functions on proving grounds.

Methodica Technologies LLC

Booth: 15015

Web: www.methodicatech.com

Methodica Technologies, an emerging embedded technology firm, specializes in providing tailored solutions for diverse project and business

needs. Offering services such as automation platform customization, hardware-in-the-loop consulting, rapid control prototyping development and more, Methodica aims to empower customers to excel at model-based development and embedded software testing.

MGA Research Corporation

Booth: 11022

Web: www.mgaresearch.com

MGA Research Corporation offers advanced testing services across nine locations, specializing in the automotive, aerospace and energy storage sectors. The company's expertise includes crash, sled, component safety, durability, materials and battery testing. MGA is dedicated to delivering accurate, reliable results, helping clients meet industry standards and safety requirements with cutting-edge solutions.

Michelin Laurens Proving Grounds

Booth: 9030

Web: michelinpg.com

Michelin Proving Grounds in South Carolina, USA, is a year-round secure destination for track rentals, testing, driver training and customer events. The 3,300-acre facility includes an ISO 10844 pad and SAE J2263-capable surface among a variety of paved wet and dry as well as offroad areas and garages.

Michigan Scientific Corp

Booth: 11028

Web: www.michsci.com

Michigan Scientific Corporation has over sixty years of expertise in the design and manufacturing of testing equipment. It specializes in the production of standard and custom slip ring assemblies, strain gauge-based transducers, signal conditioning electronics

and wireless telemetry. Michigan Scientific equips companies with reliable and innovative solutions for automotive testing.

Microsys Technologies Inc. Canada

Booth: 16022

Web: www.micro-sys.com

Microsys supplies the automotive industry with integrated test systems from its global sales and support network. The product range includes the SureFire airbag/inflator test system, PowerPlay analysis and reporting software, Microsys inflator test tanks, Microsys cold gas inflation test systems, the SureFire pretensioner test system and inflator disposal systems.

mm-lab GmbH

Booth: 11036

Web: mmlab.de/en

mm-lab offers sophisticated telematics solutions for the implementation of business processes in the mobility environment. With its integrated solution, the Proving Ground Management System sets the standard for the safe and efficient operation of proving grounds. mm-lab customers worldwide have trusted the highly reliable solution for over 15 years.

Modine Manufacturing Company

Booth: 15030

Web: www.modine.com/services/testing

Modine's state-of-the-art testing center combines comprehensive thermal and air management knowledge with dedicated structural and thermal test benches, environmental chambers and wind tunnel capability to validate nearly any customer application or design.

Moog**Booth: 10034****Web:** www.moogtest.com

Moog engineers are always ready to meet your unique application needs with building blocks or complete turnkey systems that include hydraulic or electric test actuators, servo valves, hydraulic service manifolds, test controllers, software and more. Validate and launch new designs faster. Visit the booth to discuss your unique applications.

Morse Measurements**Booth: 5016****Web:** www.morsemeasurements.com

Morse Measurements is North America's premier provider of suspension kinematics and compliance testing, with over 18 years of experience. Vehicle manufacturers, engineering consultants and race teams around the globe rely on its experience. Ride quality, benchmarking, validation, stability and vehicle dynamics simulation – Morse Measurements is your trusted source for K&C testing.

MTS Systems Corp**Booth: 2000****Web:** www.mts.com

OEMs and suppliers rely on MTS for the testing technologies, expertise and support needed to accelerate next-generation vehicle development while meeting energy efficiency and decarbonization targets. Visit the booth to explore how MTS solutions can help you achieve more sustainable vehicle engineering and thrive in a competitive global market.

Müller-BBM VibroAkustik Systeme Inc.**Booth: 4000****Web:** www.MBBM-VAS.com

Müller-BBM VibroAkustik Systeme is a global leader in innovative solutions for the acquisition, analysis and management of physical data in acoustics, vibration and strength. The company's PAK software is widely used across industries, with a commitment to open standards and technologies, ensuring seamless integration and compatibility with evolving ecosystems.

Mustang Advanced Engineering**Booth: 12000****Web:** www.mustangae.com | www.mustangdyne.com

For almost 50 years, Mustang Advanced Engineering has been a leading supplier of engineered testing and measurement systems. MAE delivers world-class testing solutions, custom design support and technical assistance, backed by a dedicated factory service team, making it a trusted source of expertise for the global industrial market. Visit MustangAE.com.

NAC America, Inc.**Booth: 10058****Web:** www.nacinc.com

NAC Image Technology is a world leader in the development and production of advanced imaging and motion analysis systems. NAC provides the high-speed imaging and motion analysis systems that give engineering research/testing and production facilities a competitive advantage.

Net Vision Co. Ltd**Booth: 15016****Web:** www.net-vision.co.jp

Net Vision is a Japanese leader in automotive development solutions, specializing in camera capture and emulation boards. Supporting interfaces like MIPI, GMSL, FPD-Link and GVIF, Net Vision's in-house developed FPGA, firmware and software ensure high-quality, efficient production and flexible support to meet diverse customer needs.

Noffz Technologies**Booth: 1014****Web:** www.noffz.com

Noffz Technologies develops and produces industry-leading test and automation solutions for the entire product development process, from prototyping to series production. The company was founded in 1989 and currently employs about 200 people at nine locations worldwide. Noffz supplies manufacturers in the automotive industry with connectivity, ADAS/radar and e-mobility applications.

NovaStar Solutions**Booth: 7048****Web:** www.novastar.net**Ohtama Co. Ltd****Booth: 8034****Web:** www.ohtama.co.jp

Ohtama is a professional in the area of magnetic shielding and magnetic collection components and manufactures a range of products made from permalloy.

Oilgear Towler GmbH

Booth: 12030

Web: www.oilgear.com/automotive

Oilgear is a leading manufacturer of passive safety test systems with a focus on seat and seat belt testing, as well as impact testing on vehicle interiors and exteriors. Fully electric actuators have been implemented since 2015 in upgrades of existing machines and the company's own test systems. Oilgear looks forward to meeting you!

Ono Sokki

Booth: 14028

Web: www.onosokki.net

Ono Sokki is a leader in the innovation of test and measurement instruments for the automotive industry, specializing in sound and vibration characterization (NVH/BSR), sound quality evaluation, sound fluctuation analysis, RPM, surface velocity/direction, torque, fuel flow and dimensional measurement. Solutions address bench, lab, field and QC testing needs.

Ontario Tech University

Booth: 15024

Web: www.uoit.ca

ACE has consistently grown its base of satisfied clients. ACE partners with you to focus on whole vehicle testing in its Climatic Wind Tunnel and other climatic chambers. ACE has the facility and the expertise to take care of your aerodynamic, thermal management, EV and hydrogen testing requirements.

Opal-RT Technologies

Booth: 2024

Web: www.opal-rt.com

Opal-RT Technologies, a global leader in real-time simulation and hardware-in-the-loop (HIL) testing since 1997, supports engineers in developing automotive technologies. Specializing in HIL for EV and HEV systems, including ECUs for chargers, batteries and motors, Opal-RT partners with NI and others to enhance offerings.

openDAQ d.o.o.

Booth: 8022

Web: www.opendaq.com

openDAQ is the brand of a joint venture company set up and owned by leading data acquisition system (DAQ) manufacturers. It delivers designs and firmware source code for scalable DAQ ecosystems, both to parent companies and the wider community. Visit opendaq.com for more.

Opti Temp, Inc.

Booth: 14014

Web: www.optitemp.com

Opti Temp is a market leader in the design and production of reliable liquid cooling/heating systems for the automotive test chiller market. The company's test chillers provide reliable and accurate temperature control, with capacities up to 30kW for cooling and up to 15kW for heating.

Optomet GmbH

Booth: 3012

Web: www.optomet.com

Optomet has been developing laser Doppler vibrometers, used in industrial and academic research for vibration analysis, for 20 years. Evolving from a hardware supplier to a comprehensive solution

provider, the company now offers integrated hardware and software solutions, supplying complete vibration measurement systems from a single source.

Oxford Technical Solutions Ltd

Booth: 14008

Web: www.oxts.com

For over 20 years, OXTS has advanced MEMS-based GNSS/INS technology, enabling engineers worldwide to collect position, orientation and dynamics data. The company's robust, scalable systems are essential for automotive testing and autonomous navigation and are an economically viable alternative to FOG-based systems in other industries.

Pacific Power Source, Inc.

Booth: 11046

Web: pacificpower.com

Founded in 1971, Pacific Power Source (PPS) is an industry-leading manufacturer of AC and DC power test solutions. Test solutions include AC and DC power sources, loads, regenerative grid simulators and test automation software.

PCB Piezotronics

Booth: 13020

Web: www.pcb.com

PCB manufactures vibration, pressure, force and strain, shock and acoustic sensors used by automotive design engineers for testing, research and development. Its primary sensing technologies include piezoelectric (ICP), piezoresistive and capacitive MEMS. With a worldwide 24-hour customer support team, PCB is committed to total customer satisfaction. Learn more at www.pcb.com.

Perry Johnson Laboratory Accreditation, Inc.

Booth: 15018

Web: www.pjlab.com

Perry Johnson Laboratory Accreditation (PJLA) is a third-party global accreditation body offering ISO/IEC 17025 accreditation for testing and calibration laboratories. The company's accreditation services serve various industries including automotive, aerospace, food, pharmaceutical, construction and medical. PJLA is internationally recognized by ILAC and offers free training and customer support.

Pfeiffer Vacuum, Inc.

Booth: 10052

Web: usa.pfeiffer-vacuum.com

Pfeiffer Vacuum's patented microflow technology introduces new integrity testing. With shorter cycle time, non-destructive testing, high sensitivity and repeatability, these testers are very cost-effective. To ensure long-term performance and safe operation of all components of the battery, leak detection is an essential step in quality control.

Photron USA, Inc.

Booth: 12018

Web: www.photron.com

Photron stands at the forefront of high-speed imaging technology, recognized globally for its advanced Fastcam cameras. Photron provides a diverse array of high-speed digital camera systems, featuring models capable of capturing up to 21,000fps at megapixel resolution and 4K/UHD models that record up to 1,250fps in full 4K resolution.

Pickering Interfaces, Inc.

Booth: 14995

Web: www.pickeringtest.com

Pickering offers signal switching and sensor simulation solutions for automotive test applications, including hardware-in-the-loop simulation, ECU testing, sensor and strain gauge simulation, BMS tests and RF/microwave switching. Pickering has developed several modules optimized for automotive electronics and is focused on ways to make ECU testing easier, faster and more reliable.

PMC-STS, Inc.

Booth: 2004

Web: www.pmc1.com

PMC-STS is a leading manufacturer of innovative sensor solutions for pressure, level, temperature and vacuum measurements. Based in Danbury, CT, the company specializes in providing USA-made sensor products for industries including automotive, aerospace, oil and gas, papermaking and wastewater management.

PMK America Corporation

Booth: 2014

Web: www.pmk.de

PMK specializes in designing and manufacturing innovative probing solutions with the highest signal fidelity for the latest voltage and current measurement challenges in automotive and power electronics applications. All PMK probes are for universal use with any oscilloscope with BNC input.

Polytec Inc.

Booth: 7012

Web: www.polytec.com

Polytec provides testing services, rentals and purchase options for non-contact vibration, acoustics and surface metrology

measurement instrumentation. Its instruments are designed for R&D, quality control and production applications. Polytec's leadership in these fields helps its customers to maintain their technological goals. Visit the booth to learn more!

Prime One Contracting

Booth: 10008

Web: www.poc-aip.com

PVA TePla OKOS

Booth: 9058

Web: www.okos.com

PVA TePla produces custom systems for the manufacture of semiconductor materials throughout the entire value chain. PVA TePla also produces various metrology solutions including scan acoustic microscopy, a non-destructive inspection method used in semiconductor, industrial and automotive applications. Stop by the booth for a demonstration and see how SAM can help you!

QA Technology Company, Inc.

Booth: 5040

Web: www.qatech.com

QA Technology's test probes and hyperboloid contacts are specified by the world's most recognized companies and PCB test fixture manufacturers. With its exceptional product performance, competitive prices, fast delivery and outstanding service, customers know they will produce a higher-quality product, meet delivery demands and achieve higher production yields.

QualiTau Inc.

Booth: 10024

Web: www.qualitau.com

Rajd Systech AB**Booth: 11048****Web:** www.rajdsystech.se

Rajd Systech offers a comprehensive proving ground management system (PGMS) for automotive testing facilities, focusing on safety, security and resource optimization. The system provides real-time monitoring, collision warnings and seamless integration with third-party tools, enabling efficient control of tracks, access and billing.

RDI Technologies Inc.**Booth: 8042****Web:** www.rdi technologies.com

As a leading global vibration technology and visualization solutions innovator, RDI Technologies enables reliability and test and measurement programs to make faster, safer and more informed decisions through intelligent vibration equipment, data analytics, robotics and services. Motion Amplification helps clients gain greater speed to insight while reducing risk and cost.

RDP Electrosense**Booth: 6038****Web:** www.rdpe.com

RDP has been designing/manufacturing transducers and signal conditioning systems for over 55 years. Its products include displacement transducers (LVDTs), gauge heads, load cells, custom-engineered sensors and signal conditioning. RDP will exhibit its strong capabilities in custom transducer design as well as its new DC-to-DC displacement transducers and in-line signal conditioning modules.

Reilhofer KG**Booth: 10032****Web:** www.rhf.de

Reilhofer provides early-stage damage detection with the delta-Analyser V3 and acoustic quality assurance with the eol-Analyser V3, optimized for e-drives, engines, transmissions and automotive components. The company's systems are fully automated, self-learning, reliable and reproducible on any test bench. The engineer receives answers about the quality and health condition of his test item.

Remote Tracking Systems, Inc.**Booth: 8062****Web:** www.remotetracking.com

Remote Tracking Systems (RTS) provides end-to-end traffic management solutions for proving grounds. Key features include access control, redundant servers, data recording and playback, driver behavior monitoring and in-vehicle warnings and alerting using RTS-designed GPS tracking and display. The RTS ecosystem includes weather stations, barrier control and camera control.

Rohde & Schwarz USA, Inc.**Booth: 4022****Web:** www.rohde-schwarz.com

Rohde & Schwarz is a worldwide provider of test and measurement solutions to support the entire automotive lifecycle. It offers systems and solutions to support customers in radar testing, connectivity, infotainment, high-performance computing and EMC compliance.

Roush**Booth: 14024****Web:** www.roush.com

With a relentless spirit of possibilities, a challenge-driven culture and an unmatched suite of capabilities, Roush boldly imagines and creates remarkable and inspiring solutions for some of the world's greatest organizations. www.roush.com

Russells Technical Products, Inc.**Booth: 1010****Web:** www.russells-tech.com

RTP's unique engineering expertise has been the cornerstone behind its success for more than 50 years. The company has custom-engineered some of the most complex environmental test chambers and systems in the world, with industry-leading processes producing world-class equipment.

S Bleyer GmbH**Booth: 11038****Web:** www.s-bleyer-gmbh.de

S Bleyer is a German manufacturer and supplier of test room equipment, namely vehicle fixations for LDVs, MDVs and HD trucks; exhaust equipment from the vehicle to the gas analysis; and x-y-rail component carriers. It also offers solutions for EMC applications, emergency evacuations, aerodynamic applications protection equipment and PEMS.

S Himmelstein & Company

Booth: 10030

Web: www.himmelstein.com

S Himmelstein and Company designs and manufactures superior torque measurement instrumentation. Himmelstein products offer significant advantages over competitive models, providing accurate and reliable measurement of torque in both rotating and static/reaction applications under real-world conditions, not just in the calibration stand. Stop by the booth to discuss your application with Steve Tveter.

Saginomiya America Inc.

Booth: 9040

Web: www.saginomiya.co.jp/en

Since Saginomiya started developing and manufacturing various test systems in 1961, it has accumulated great results in automobiles, civil engineering, construction, machinery, railroads, electricity, etc. Saginomiya manufactures hardware and software best suited for individual test content according to customized specifications to optimally match users' needs.

Sakor Technologies Inc.

Booth: 9020

Web: www.sakor.com

Scantek, Inc.

Booth: 13018

Web: www.scantekinc.com

Scantek offers world-class noise and vibration identification and measurement solutions to help you design and produce quieter and smoother-running vehicles. The company looks forward to discussing your automotive vibroacoustic issues and how it can help solve the challenges you face. Be sure to stop by the booth.

SEA Limited

Booth: 11026

Web: www.sealimited.com

SEA is a supplier and testing partner to the automotive and off-road industries. With extensive testing expertise, SEA is able to provide dynamic testing on its VDA, low-speed sled, or outdoor test tracks. SEA also provides automotive testing products including driving and ADAS robots, vehicle measurement equipment, and more.

Seattle Safety

Booth: 15002

Web: www.seattlesafety.com

Sensoric Solutions Optic and Motion GmbH

Booth: 6050

Web: www.sensoric-solutions.com

Optical sensors from Sensoric Solutions record all measured variables in vehicle dynamics with the best accuracy and high dynamics. The combination of optical and IMU enables the measurement of vehicle speed, track angle, acceleration and rotational rates. Optical technology works where GPS-based systems fail.

Seoul Industry Engineering Co. Ltd

Booth: 15028

Web: www.seoulcorea.com

Seoul Industrial Engineering (SIE) provides turbocharger test systems, EGR test systems, airflow test stands and portable air flow meters. SIE can meet test requirements with its own technology. The company has exported its equipment to Germany, China, India and Thailand, as well as to many foreign affiliates.

Servo Innovations

Booth: 13030

Web: www.servoinnovations.com

Servo Innovations, an Accredited Labs company, is a leading provider of calibration, maintenance and repair services. Efficient, precise and respected, it offers expert service with fast turnaround. Servo Innovations serves the automotive, aerospace and medical industries. A total system maintenance approach provides a suite of services including engineering, predictive maintenance and repair.

Servotest Testing Systems Ltd

Booth: 5062

Web: www.servotestsystems.com

Servotest is a UK-based supplier of specialist servohydraulic mechanical simulation and test systems. Using low-friction hydrostatic bearing actuators, optimized for dynamic performance with high side-load tolerance and long service life, Servotest delivers innovative, cost-effective systems tailored to customers' needs. Pulsar digital controls combine robust distributed architecture with fiber-optic digital communication.

Seven Bel GmbH

Booth: 6030

Web: www.sevenbel.com

Seven Bel pioneers acoustic measurement technology with the Sound Scanner, revolutionizing sound localization. This solution aims to eliminate root cause analysis challenges, integrating sound imaging into multiple industries and contributing to quieter environments. Moreover, Seven Bel has drastically reduced the cost of acoustic imaging devices, making cutting-edge technology accessible.

Shanghai Tosun Technology Ltd

Booth: 11016

Web: www.tosunai.com/en

TSMaster, invented by Tosun, is a versatile software tool designed for automotive network monitoring, simulation, calibration and data processing. Its key functionalities include tracing, transmitting, parsing and analyzing various types of communication messages. Each code created within TSMaster is designed to be independent, shareable, citable and compatible across different hardware.

Siemens Industry, Inc.

Booth: 10000

Web: www.siemens.com

Siglent Technologies NA, Inc.

Booth: 1018

Web: www.siglentna.com

Siglent Technologies is a global leader in research and development, engineering, manufacturing, sales and service support for electronic test and measurement equipment that combines innovative features and functionality with a strong commitment to quality and performance. Siglent provides advanced capability and value from the test bench to the manufacturing floor.

Signal.X Technologies

Booth: 16018

Web: www.signalxtech.com

Signal.X is pleased to showcase its solutions for functional and NVH tests! The company helps its customers define test methodologies and data visualizations that build an agile path to insight. Come see an

ecosystem of tools and methods that will lead your company to better products and processes through data.

Silicon Designs, Inc.

Booth: 5054

Web: www.silicondesigns.com

SDI's industrial MEMS DC accelerometers are rugged, highly accurate, dependable and ideal for 0Hz to medium-frequency applications up to 125°C. Available from 2g to 400g, SDI's plug-and-play format is easy to use with a simple analog output and exceptionally low noise. All SDI accelerometers are calibrated and serialized for traceability.

SMC Corporation of America

Booth: 13026

Web: www.smcusa.com

Smithers

Booth: 10040

Web: www.smithers.com/industries/transportation

Since 1925, Smithers has provided the tire and automotive industries with testing services and market intelligence to support the product development and innovation process. It offers material chemistry, physical properties testing, product validation, packaging testing and proving ground testing for everything from seals and sensors to hoses and tires.

Southern Hemisphere Proving Grounds (SHPG)

Booth: 11050

Web: www.shpg.co.nz

Southern Hemisphere Proving Grounds (SHPG) is an automotive testing facility located in the South Island of New Zealand. It specializes in counter-seasonal

winter testing for the global automotive, component and tire manufacturing industries between June and September.

Spectral Dynamics – LAB Equipment

Booth: 4018

Web: www.spectraldynamics.com

Spectral Dynamics manufactures electrodynamic and hydraulic environment testing equipment; specialized control and acquisition systems for single and multiple shaker configurations 6DOF/3DOF simultaneously controlled in amplitude, phase and coherence; direct field acoustic testing DFAT and modal analysis; service on all shaker makes/models; and high-frequency 5Ms/sec transient capture.

Speedgoat GmbH

Booth: 14048

Web: www.speedgoat.com

Speedgoat offers state-of-the-art solutions for customers working in the automotive domain to fast-track their R&D activities, especially toward innovations in electrification, automation and connectivity. Speedgoat's rapid control prototyping and hardware-in-the-loop target simulators enable customers to remain at the forefront of technological advances in the automotive industry.

Spektra

Booth: 5052

Web: www.spektra-usa.com

Spektra is the leading provider of equipment and services for the calibration and testing of accelerometers, angular rate sensors and 6DOF sensors for the automotive, aerospace, metrology, commercial and industrial markets. Products also include long-stroke low-frequency APS vibration shakers for modal, structural and component testing.

Stähle GmbH

Booth: 5012

Web: www.stahle.com

Stähle is a global operating company providing automotive test systems as robot drivers, steering or actuator systems and shift robots. Stähle's Autopilot series shows the latest technology: quickly installed, easy to use, selectable drive styles, imitating human behavior, the highest accuracy and robotic repeatability! Stähle drives your vehicle. Everywhere.

Step Lab

Booth: 11033

Web: www.step-lab.com

Step Lab offers cutting-edge testing solutions for mechanical analysis. Its products include electrodynamic actuators (ball screw or linear motor-based), drop-weight towers and customizable systems, all powered by the company's proprietary electronic platform and in-house software. Step Lab excels in both static and dynamic mechanical tests, providing precision and innovation in every solution.

Stringo, Inc.

Booth: 12008

Web: www.stringo.com

Stringo is the original vehicle mover. It offers a safe and efficient way to move vehicles, with 35 years of experience. Whether it's crash testing, dyno testing, EV testing, or ADAS calibration, the Stringo can be customized for your specific need. Visit the booth or www.stringo.com for more information.

Suita Electric Corporation

Booth: 7040

Web: www.suitaelectric.com

Suita Electric Corporation is a worldwide leader in delivering cutting-edge electrical test and measurement solutions. It provides

customers with excellent test and measurement performance, reliable services and an insightful user experience with products such as the power analysis waverecorder, power analyzer, digital power meter, battery tester and current sensor.

TDK-Lambda Americas Inc.

Booth: 11056

Web: www.us.lambda.tdk.com

TDK-Lambda Americas is a leading manufacturer of high-reliability low-voltage and high-voltage programmable DC and high-voltage programmable capacitor charging power supplies and DC electronic loads. Programmable DC products include the Genesys Series, the Genesys+ Series, the ALE Series and the SFL Series. For more information, please visit <https://www.us.lambda.tdk.com>.

TE Connectivity

Booth: 7052

Web: www.te.com

TE Connectivity provides innovative products for test and measurement solutions. With over 40 years of experience, I&C Sales North is a national distributor for sensors (accelerometers, load cells, LVDTs, Celesco position transducers, etc). Also featured is AMA XpertEye, offering smart glasses and software for remote communication. For more information, email sthompson@icsalesnorth.com or call +1-734-283-6599.

Tecat Performance Systems LLC

Booth: 6051

Web: www.tecatperformance.com

Tecat's Wiser wireless torque measuring and monitoring systems are the smallest, lightest and most power-efficient solutions

available for the measurement of torque, acceleration, pressure, temperature, distance and much, much more. The latest include a high-resolution Wiser 4000 and CANBus for the Wiser 8000, both on the booth today.

Technica Engineering Inc.

Booth: 17000

Web: www.technica-engineering.com

Technica is the pioneer in the integration of automotive ethernet and masters automotive networks like no one else. Founded in 2008, in Munich, Germany, Technica has been developing in-vehicle ethernet solutions, guiding customers through the entire product creation process: it is a trusted engineering and testing partner for leading OEMs and Tier 1s.

Tekscan, Inc.

Booth: 6032

Web: www.tekscan.com

Tekscan is the world's leading innovator and manufacturer of tactile pressure and force measurement sensors and solutions for test and measurement. From single-point force measurement to surface pressure mapping, Tekscan's sensing solutions provide impactful insights for optimizing product design, reducing costs and improving quality.

Tektronix + EA Elektro-Automatik, Inc.

Booth: 11032

Web: www.elektroautomatik.com

Temprel Inc.**Booth: 12056****Web:** www.temprel.com

Temprel is an ISO 9001 company, founded in 1968 in Boyne City, MI. Temprel produces thermocouple, RTD and temperature measurement accessories and specializes in standard and custom applications. Temprel's thermocouples and RTDs are used in industries including automotive R&D, diesel engine testing, gas turbine exhaust and many more.

Tenney Environmental, Inc.**Booth: 8000****Web:** www.tenney.com

Tenney/Lunaire environmental testing chambers are known for their innovative design, robust construction and superior performance. Tenney's environmental chambers offer a wide range of temperature, humidity, altitude, thermal shock and vacuum testing capabilities; Lunaire steady-state environmental test chambers and walk-in rooms provide a multitude of temperature and humidity environments.

Test Cell Service LLC**Booth: 5012****Web:** testcellservice.com

Test Cell Service is a sales, service, support and engineering company for dynamometer test cell equipment. TCS is the North American rep for the Stähle driving robot product line. This includes sales, installations, commissioning, service, repairs and training/interface engineering for existing systems.

Testforce Systems Inc.**Booth: 15010****Web:** www.testforce.com

Testforce is your local technical distributor for premier test and measurement equipment. Armed with years of experience and knowledge in the key technologies driving markets such as automotive, electrification, aerospace and defense, wireless connectivity and more, Testforce has built a longstanding reputation for helping customers address their mounting challenges.

Texys Group**Booth: 11044****Web:** www.texense.com

Forged from F1 technology in 1999, Texys Group and Fogale are your one source for your sensing needs. Together they offer embedded IR and contact temperature sensors, thermal amplifiers, microaccelerometers and gyros, aero, TPMS and various linear and rotary displacement and strain gauging.

The VEXAGroup**Booth: 9060****Web:** www.vexagroup.net

VEXAGroup is your one-stop shop for your comprehensive compliance/validation testing in the automotive, SORE, OHRV, marine PFC and other mobility industries. Specializing in fuels and thermal management, VEXAGroup's capabilities span a diverse capability range: thermal, SHED, durability, vibe (PMT/PVT), canister (BW/GWC) lifecycle, bench testing, and much more.

Thermotron**Booth: 12060****Web:** www.thermotron.com

Thermotron is a premier supplier of high-performance environmental test equipment frequently used in automotive, aircraft, defense and space applications to reduce field failures and improve product reliability. Thermotron is committed to providing quality test equipment that simulates extreme environments. Quality. Trust. Confidence. Build yours with a Thermotron.

Tinius Olsen**Booth: 8038****Web:** www.tiniusolsen.com

Tinius Olsen is the leading specialist manufacturer and supplier of test equipment for proving the strength and performance of materials, components and devices. Its machines are used for quality control in manufacturing, research and development and education. Tinius Olsen is compliant with ASTM, ISO, JIS and GB standards.

Toyo Corporation**Booth: 5024****Web:** www.toyotechus.com

Toyo excels in delivering cutting-edge measurement tools for diverse sectors. Its automotive solutions, essential for developing autonomous and connected vehicles, are widely used in the sector. Toyo is showcasing its innovations at this year's expo, including VILs from Rototest, alongside its technology partners Red-Ant, Toyo EMC and Xenomatix.

tracetrionic GmbH**Booth: 10020****Web:** www.tracetrionic.com

tracetrionic provides tool-independent software test automation for XIL (MIL, SIL, HIL, VIL) for CI and CD workflows. Tests can be executed in all relevant development environments and tools. Regression tests are distributed to available systems and reports are generated automatically and uploaded to a private server for collaboration and analysis.

Trafag Inc.**Booth: 12038****Web:** www.trafag.us

Trafag, backed by excellent customer service, supplies sensors for pressure and temperature measurements. Its products serve industries such as test and measurement, hydrogen and internal combustion engine, with a global distribution network and customized solutions for OEMs. Trafag is known for its high-accuracy sensors, including CANopen, IO-Link and hydrogen-compatible options.

Trescal**Booth: 2020****Web:** www.trescal.us

Trescal, a global leader in metrology services, enhances measurement processes for efficient production. Its expert calibration services boost product quality and reliability, with state-of-the-art facilities adhering to the highest standards. Visit the booth to discover how Trescal can support your calibration needs and asset management.

Typhoon HIL**Booth: 6024****Web:** www.typhoon-hil.com

Typhoon HIL solutions are based on ultra-high-fidelity hardware-in-the-loop simulation for testing control systems for power electronics, e-mobility, microgrids and distribution networks. Typhoon provides industry-proven, vertically integrated test solutions and automation tools. Its expo focus this year is on solutions for the development and testing of battery management systems, EV powertrains and onboard chargers.

Uni-Trend Technology US, Inc.**Booth: 9038****Web:** www.uni-trendus.com

Uni-Trend is dedicated to producing top-quality products through continuous research and development, focusing on innovation and safety. Utilizing the PDCA model and ISO 9001 standards, the company ensures superior quality. The Uni-T brand is sold in over 80 countries, and the company aims to become a leading global T&M solutions provider.

Unico**Booth: 3026****Web:** www.unicous.com

Unico manufactures high-performance AC and DC drives and integrated systems with engineering, sales and service offices located globally. DC drives from 1kW to >5MW with voltages to 1,800VDC; high-performance AC vector drives from 1kW to >5MW. Applications include battery/fuel cell/capacitor testing/simulation; charge-cycling; motor testing/simulation; HEV powertrain testing; dynamometers; and more.

United Electronic Industries, Inc.**Booth: 16026****Web:** www.ueidaq.com

United Electronic Industries (UEI) offers flexible data acquisition, test and control hardware with over 90+ I/O boards including analog, digital, serial, CAN, speed input and more. Solutions are ideal for embedded control, engine test, hardware-in-the-loop, health and usage monitoring (HUMS), time-sensitive networking (TSN), wind tunnel, and more applications.

USA Borescopes**Booth: 10044****Web:** www.usaborescopes.com

USA Borescopes is a global supplier of non-destructive testing and inspection equipment specializing in videoscopes, borescopes, video borescopes, fiberscopes, rigid borescopes, pipe cameras and other quality inspection equipment.

UTAC**Booth: 7034****Web:** www.utac.com

UTAC is a market-leading international group in digital and sustainable mobility, customizable testing solutions and systems, vehicle engineering, type approval, regulatory expertise, certification, training, corporate events and classic and sports car festivals. The group provides services and systems to customers in various sectors: mobility, transportation, tire, petrochemical, etc.

Vaisala

Booth: 7030

Web: www.vaisala.com

Vaisala's high-quality instruments set the standard for reliability, stability and accuracy in measuring humidity, temperature and dew point in the automotive industry. They are used in stress testing components and engine testing in dynamometer rooms, and to ensure an efficient process and high-quality finish in automotive paint booths.

VBOX Automotive (Racelogic USA)

Booth: 3038

Web: www.vboxautomotive.com

VBOX Automotive designs and manufactures GNSS, inertial navigation and indoor positioning systems that measure, record, display, analyze and simulate data from moving vehicles. VBOX solutions are used worldwide for testing and validating a vehicle's performance, handling and safety systems at proving grounds, on the open road and indoors.

Vector North America Inc.

Booth: 7000

Web: www.vector.com

Vector is the leading manufacturer of software tools and components for the development of software-based electronic systems and their networking. Vector knows the requirements of software and electronics development and has done so for 35 years. Vector provides software tools, embedded software and cloud technologies.

Venshure Test Services

Booth: 8016

Web: venshuretest.com

Michigan-based VTS is an AB Dynamics Group company

providing dynamometer-based testing services, including 24/7 vehicle mileage accumulation and assessment of EV powertrain and battery performance under extreme temperatures ranging from -30°C to 50°C.

Vibration Research

Booth: 5060

Web: www.vibrationresearch.com

Since its founding in 1995, Vibration Research (VR) has established itself as the innovator in vibration control, data acquisition and signal analysis. VR builds reliable, user-friendly control and analysis software and hardware in Michigan, USA. Testing labs worldwide trust VR for the industry's best systems and support services.

Victory Automotive Solutions

Booth: 10016

Web: www.victoryautosolutions.com

Victory Automotive Solutions (VAS), with its 60+ years' experience, continues to be one of the leading automotive supplier companies in the United States. VAS provides vehicles to the auto industry on a rental, lease or purchase basis for various applications including benchmarking, certified testing, engineering evaluations, ride and drives, product launches, consumer events, photo/video and more. VAS is also able to provide 'out of market' – non-conforming – vehicles for engineering and testing purposes on a purchase or rental basis. VAS can produce your program not only anywhere in North America but anywhere in the world.

ViewTech Borescopes

Booth: 16034

Web: www.viewtech.com

ViewTech Borescopes is the leading provider of articulating video borescopes in North America, with over 3,000 units in service across a wide range of industries and applications. The original borescope, the VJ, was followed by the VJ-Advance, VJ-3 and now the just-released VJ-4.

ViGEM GmbH

Booth: 1005

Web: www.vigem.de

As one of the leading providers of high-performance datalogging solutions, ViGEM supports OEMs and Tier 1s in the development and validation of ADAS functions and AD. The integrated hardware and software systems consist of powerful dataloggers, robust removable data storage devices and fast ingest stations. Rep. Marco Reiling, mobile: +1(248)7196005.

Visol Inc.

Booth: 9064

Web: www.visol.co.kr

Visol is a leading global supplier of high-speed lighting systems with LED light sources for crash test facilities and diurnal solar simulation systems for environmental tests (MIL-STD 810H Test Method 505.7). Visol has provided consulting, structural design, custom development and production, installation, training and maintenance for over 24 years.

Voith US Inc.**Booth: 10048****Web:** www.usa.voithturbo.com

Voith is your partner for test rig component technologies. Voith provides sophisticated components for drivelines worldwide. With a wide product portfolio and years of experience, it ensures competitive advantages for customers by delivering highly reliable and innovative products for drivelines, including test rigs, to various markets.

Weg-Weiser GmbH**Booth: 9044****Web:** www.future-of-tomorrow.com

Weg-Weiser offers universal testing (up to 1kV/2kA/1-2MVA) and verification software for all common electrical machines (PSM, ASM, FESM, SynRM). Complete integration into various test benches, acceleration of the entire commissioning process, a one-click solution (automated measurement) and automated measurement data evaluation and optimization of operation.

Weiss Technik North America**Booth: 2016****Web:** www.weiss-na.com

Weiss Technik is the global partner for environmental test chambers. Learn more about its chamber solutions for the automotive industry – battery, EV/hybrid, and temperature and humidity applications. Meet product application engineers to see the complete portfolio that fits your exact automotive testing requirement. Weiss Technik – stand the test of time.

Willow Run Test Labs, Inc.**Booth: 13042****Web:** www.wrtest.com**Xi'an Stropower Technologies Co. Ltd****Booth: 5044****Web:** www.stropower.com

Specialized in power battery testing and innovative testing systems, Stropower offers full-scale battery test systems covering cell, module, pack and rack for the EV and ESS industries, as well as ripple response spectrum analyzers for general HV EE tests.

Xsensor Technology Corporation**Booth: 14018****Web:** www.xsensor.com

Powered by intelligent dynamic sensing, Xsensor's pressure mapping solutions for automotive design and testing applications empower engineers to optimize performance and safety in product designs. Durable, high-resolution sensors ensure precise interface pressure data, while robust visualizations and analysis tools facilitate thorough product evaluation and vehicle design enhancement.

Yokogawa Test & Measurement**Booth: 12032****Web:** tmi.yokogawa.com

Yokogawa Test & Measurement develops precision test instruments for applications related to motor drives, inverters, converters and other power electronics circuits and systems. See precision makers at the booth and discuss the latest advances in electric signal and power measurements, including high-accuracy power analyzers, high-speed DAQ systems, high-definition oscilloscopes and more.

ZES Zimmer Electronic Systems GmbH**Booth: 1020****Web:** www.zes.com

ZES Zimmer Electronic Systems is a leading provider of precision electronic measurement solutions. With more than four decades of experience, it offers you the perfect combination of expertise, power analyzers, sensors and software to optimize the testing of electric drivetrains and charging solutions.

Zeta Performance Technologies**Booth: 5016****Web:** www.zetapvt.com

Zeta provides automotive testing and development, specializing in full-vehicle dynamics testing, system characterization and component testing. Featuring a 4/7-post ride simulator plus in-house prototyping, test equipment and process design, engineering and data acquisition capabilities, Zeta serves automotive OEMs, the military, universities and racing teams, offering rapid, precise testing solutions.

The future of **automotive testing** ★ CONFERENCE ★

Comprising pre-conference technical workshop on October 22 and a two-day conference with panel discussions and keynotes on October 23 and 24, the brand-new Future of Automotive Testing Conference aims to explore the latest advancements, emerging trends and future challenges shaping the automotive testing landscape. **The conference is free-to-attend**

Download the showguide app for the latest updates



The conference will be held in a purpose-built room - see the floorplan on page 1 for room location..

CONFERENCE PROGRAM

DAY 1: TUESDAY, OCTOBER 22

The workshop is free to attend. Check at the door for availability

10:30AM - 12:30PM PRE-CONFERENCE TECHNICAL WORKSHOP

10:30am - Implementing ODD to support autonomous vehicle development, validation, road testing and compliance communications

Dr Edward Schwalb, consultant, Schwalb Consulting LLC, USA

The operational design domain (ODD) is regarded as a critical component for establishing trust and maintaining compliance for autonomous driving systems. There is broad consensus that a common understanding is needed on the specification and development of credible ODD descriptions that support multiple stakeholders. This workshop will clarify the scope of the ODD, and how to balance between over-specifying and under-specifying to avoid unnecessary legal exposure due to over-commitment with sufficient information and yet instill confidence. It will

review the related best practices including UL 4600, AVSC, ISO 35403, OpenODD and SAE On Road Automated Driving (ORAD) activities. It will review exchange formats, taxonomies, modular specification of ODD conditions and applications to operational domain (OD) datasets. It will discuss how ODD can be developed and understood incrementally, supporting both internal and external stakeholders. The presentation will review practical methods and commercial tools that can integrate ODD in the validation process. Upon completion, workshop participants will have a comprehensive end-to-end understanding of the role of an ODD, methods to develop and communicate specifications, and the trade-offs associated with over- and under-communicating in the context of various standardization activities and best practices.

DAY 2: WEDNESDAY, OCTOBER 23

10:00AM - 12:30PM CONFERENCE SESSION 1

MODERATOR

Dr Partha Goswami, principal, PG Mobility Analysis, USA

10:00am - Opening address

Rachel Evans, editor, Automotive Testing Technology International, UK

10:10am - The software-defined vehicle (SDV) and a paradigm shift in product development, testing and validation

Dr Partha Goswami, principal, PG Mobility Analysis, USA

The automotive industry is at the inflexion point of a significant transition from a hardware-centric product development to a software-centric one, built on the foundation of a software-defined vehicle (SDV) architecture. Traditionally, hardware in an automotive system is validated, re-validated and certified according to strict safety requirements such as ISO26262. Release of automotive software, without similar rigorous diligence, can lead to disastrous failures. The talk will explore the challenges of testing and validation in this new paradigm of software-first product development, that needs to evolve from a V-model of testing and development and embrace a continuous integration and continuous development or CI/CD approach.

10:35am - Fireside chat with Mark Klavon

Mark Klavon, technical program manager – global ground vehicle standards, SAE International, USA

Join the SAE's technical program manager – global ground vehicle standards, Mark Klavon, as he discusses the future of testing, research and standards with Dr Partha Goswami.

11:10am - Break

11:40am - Future automotive testing – a holistic view

Dr Sushanta Das, technical director, American Center for Mobility, USA

The American Center for Mobility is a one-of-a-kind global development center in SE Michigan. Its state-of-the-art facilities enable it to be involved in testing and development of ADAS/ AVs, EVs, V2X infrastructure and interoperability, as well as utilizing the most advanced simulation, data and engineering tools. Serving the entire automotive ecosystem, it is involved in almost every stage in automotive testing toward safe, secure and sustainable mobility. Drawing from examples of real test cases conducted at ACM, Das will discuss the most recent advances in testing technologies and practices, along with ACM's view of what the future holds for automotive testing and how to address the challenges it will bring.

12:05pm - Concurrent durability vehicle testing at component level

Pankaj Sharma, general manager, Maruti Suzuki India, India

In the realm of automotive engineering, the pursuit of optimization and efficiency is relentless. Traditional vehicle component testing methodologies often involve the use of separate testing rigs for individual components. This approach, while methodical, can lead to increased development time and resource allocation. This presentation will explore the benefits of transitioning to concurrent testing and how it stands as an innovative solution for overall improvement in the vehicle development process. Concurrent testing represents a paradigm shift in vehicle component testing by implementing a system where multiple components can be tested simultaneously.

12:30pm - Lunch

2:00PM - 5:00PM CONFERENCE SESSION 2

MODERATOR

Dr Sandeep Sovani, GTM head HPC for engineering modeling and simulation, Amazon Web Services, USA

.....

2:00pm - An insight into optimizing vehicle dynamics, component design, and testing for electric vehicle development

Dr Mohammad Behroozi, vehicle dynamicist, General Motors, USA

.....

Optimizing vehicle dynamics is crucial for shaping the performance and handling of electric vehicles (EVs). Unlike internal combustion engine (ICE) vehicles, EVs demand a different approach due to their unique mass distribution, inertia characteristics and electric power sources. This talk examines how these factors require a revised strategy for designing, optimizing and testing key components such as tires, dampers, bushings and steering systems. Addressing these specific challenges highlights effective strategies for enhancing the performance, safety and comfort of EVs while accommodating their distinct dynamic profiles.

2:25pm - Method for validating electric vehicles using high-voltage battery simulation

Vincent Sabatini, high-voltage systems test engineer, Ford Motor Company, USA

.....

This presentation summarizes a test solution developed at Ford Motor Company that enables high-voltage system/vehicle lab testing without requiring full, physical batteries. This test solution saves significant costs on prototype parts and vehicles, increases testing capability, speeds up testing and development timelines and increases user safety. The solution is also more environmentally sustainable and flexible for continued electric vehicle development. It allows Ford to tackle its quality improvement goals.

2:50pm - Test and evaluation of inertial sensor performance for active safety applications

Janak Kumar Dundigalla, senior vehicle systems engineer - sensing system execution, General Motors, USA

.....

Automated vehicles and ADAS features require precise localization sensors for safe and reliable operation. Specifically, high-performance motion sensors are used to localize the vehicle when satellite radio navigation signals are unavailable or are less trustworthy. This presentation describes procedures to test these motion sensors, and also provides recent test results for a state-of-the-art IMU.

3:15pm - Break

3:45pm - Panel discussion - Future of virtual engineering

Dr Sandeep Sovani, GTM head HPC for engineering modeling and simulation, Amazon Web Services, USA

Mario Felice, Principal and founder/technical fellow, virsolTech Engineering Consulting/ NAFEMS, USA

Ram Bhandarkar, director of virtual engineering, Stellantis, USA

.....

Automotive OEMs and suppliers have been using virtual engineering approaches for product development for over a decade. Virtual engineering is expected to play a broader role in the future with the advent of new technologies such as AI and cloud infrastructure. This panel will share unique insights from leaders who are at the forefront of developing and applying virtual engineering methods at some of the world's leading automotive companies. First, we will hear from the panelists about the current state of virtual engineering – how virtual engineering is being utilized today, what impact it is having and what challenges and opportunities it is facing. The discussion will conclude with the panelists providing an outlook into a vision for the future – what new technologies are coming on the horizon, how they will change virtual engineering processes and what impact they will have on the overall automotive product development process.

4:35pm - Leverage real-world data for ADAS development in the SDV context
Akshay Sheorey, global lead – Simcenter autonomy, Siemens Digital Industries Software, USA

The software-defined vehicle (SDV) has become a critical approach for the development of sophisticated ADAS systems. These systems use sophisticated sensors and compute hardware generating large amounts of data, which is used

for the development as well as the verification and validation (V&V) of these systems. This presentation will show how real-world data, an accurate and holistic digital twin for the vehicle, sensors, and the ECU/SoC can be integrated into a software-defined vehicle development framework. This framework allows users to adopt a shift-left methodology by integrating digital twins very early in the development process and ensuring a robust V&V workflow.

DAY 3: THURSDAY, OCTOBER 24

10:00AM - 12:30PM CONFERENCE SESSION 3

MODERATOR

Rachel Evans, editor, Automotive Testing Technology International, UK

10:00am - Co-opetition and consolidation in automotive testing: strategies to 2030
Shyam Raman, principal consultant, Frost & Sullivan, USA

Automotive OEMs are actively looking to simplify and automate their testing and certification processes as a combined part of their migration from ICE to xEV. As a result, Frost & Sullivan is seeing a transformative change downstream that will affect OEMs and Tier 1, 2 and 3 suppliers. It will be critical for solution suppliers to collaborate and compete collectively to navigate imminent changes in the testing/certification structure. Strategies required in collaboration are often intricate and need to emphasize the balance between maintaining cash flow and reduced profitability. However, focusing on long-term rewards will help companies avoid becoming obsolete.

10:25am - V2X - what automotive testing engineers need to know about 5GAA policy

John Kwant, executive director, Americas, 5GAA, USA

This presentation will review what C-V2X is and some of the current regulatory issues the industry is facing. It will also include a review of testing standards, what the challenges are for car makers, the importance of interoperability, and the process of certification.

10:50am - Break

11:20am - Conversation – debunking common misconceptions about the analysis of EV powertrain technologies

Kevin Jones, lab manager, Energy Storage Technology Center, Southwest Research Institute, USA

Rachel Evans, editor, Automotive Testing Technology International, UK

11:45am - Ahead of the curve: shaping the future of cybersecurity testing

Greg Yezersky, services manager, ZF, USA

ZF provides trusted cybersecurity experience rooted in automotive innovation and the delivery of embedded solutions. The result is that ZF knows how to anticipate future systems vulnerabilities and, as a result, how to build futureproof test programs to help defeat next-generation cybersecurity threats. ZF will present one specific use case of 'how to', and a roadmap to avoiding costly issues during the product development process, for our partners and customers.

*This program may be subject to change



SHOWCASE PROGRAM

FREE TO ATTEND!

Automotive Testing Expo North America 2024 will feature a free-to-attend innovation showcase, staged immediately next to the show floor, at the rear of the exhibition hall. Throughout the three days of the show (October 22, 23 & 24), some of the world’s biggest suppliers and innovators will discuss topics currently affecting the industry and introduce new technologies to deal with them.

Download the
showguide app for
the latest updates



INNOVATION SHOWCASE

DAY 1: TUESDAY, OCTOBER 22

MORNING SESSION

10:00am - Scenario recreation, variations and simulation for testing ADAS

Matthew Van Gennip, research engineer, Global Center for Automotive Performance Simulation, Canada

10:20am - Analyzing vibration data from electric and hybrid vehicle powertrain components

Tom Achatz, product development and validation consultant, Vibration Research, USA

10:40am - SDV electrical architecture and challenges to testing and fleet logging

Colt Correa, COO & VP, Intrepid Control Systems, USA

11:00am - Measure and map electric powertrains accurately, rapidly and safely

Mike Hoyer, applications engineer, HBK Inc. USA

11:20am - Modernizing control software testing of electric powertrain components

Petar Gartner, director of HIL solutions, Typhoon HIL, USA

11:40am - Advancing hydrogen safety: Mensor’s precision solutions for critical leak testing

Aaron Rayner, director of marketing, Mensor, USA
Derek Zarate, product manager, Mensor, USA

Paul Giffen, sales manager, Mensor, USA

12:00pm - Changing the game - how cross-platform synergy reduces costs

David Gallop, director of training services, Dewesoft LLC, USA

12:20pm - Performing TDR with a mixed-signal oscilloscope to troubleshoot automotive

Cameron Lowe, field applications engineer, Tektronix, USA

AFTERNOON SESSION

1:10pm - Reduce energy usage by +35% using hybrid HPU technology

Jim Hennen, market and business development manager, MTS Systems, USA

1:30pm - The platform for connecting machines to the cloud

Lance Keen, CEO, Influx Technology, UK

1:50pm - The lifecycle of high-value sensor data

Jacob Perrin, solution specialist, dSPACE, USA

2:10pm - V2G: how it will revolutionize the way we use EVs

James Duffy, business development manager, Keysight, USA

2:30pm - openDAQ - the future of DAQ systems

Nils Roettger, CTO, openDAQ d.o.o. Slovenia

2:50pm - Sound quality and fluctuation sound analysis for improving EV comfort

Masaru Okoshi, overseas sales section leader, Ono Sokki Co. Ltd, USA
Mike Gilley, owner, Fox River Systems, USA

3:10pm - Introduction to the micromobility device thermoelectric dynamometer

Dr Scott Zagorski, research engineer, SEA, USA

DAY 2: WEDNESDAY, OCTOBER 23

MORNING SESSION

10:00am - Replica - RDMA-based reflective memory low-latency real-time network

Todd VanGilder, CRO, CTO, Genuen, USA
Ryan Smith, tech fellow, Genuen, USA

10:20am - Why wheel force transducers and steering effort sensors are very important for automotive development. What are the challenges?

Andreas Mathes, automotive sensors and telemetry specialist, Axiometrix Solutions, USA

10:40am - Revolutionizing driving simulation: introducing the Driver-in-Motion Full Spectrum Simulator

David Bogema, senior director, product management, VI-grade, USA

11:00am - Advance controller development with a pragmatic digital approach

Patric Schenk, managing director AMER, Speedgoat Inc. USA

11:20am - Rethinking testing: the evolution from lab management to comprehensive test lifecycle solutions

Ajay Krishnamurthy, CEO, 12th Wonder, USA

11:40am - Industrial cybersecurity threats pose safety risks in manufacturing

Andrew Harris, controls engineering team lead, Michigan/director of business development - controls, ACS, USA

12:00pm - Electrifying test stands to improve energy efficiency

Kaitlin Scott, test stands industry professional, Siemens, USA

12:20pm - Introducing new time series data analytics software for engineers

Jon Aldred, director, product management, HBK, USA

AFTERNOON SESSION

1:10pm - Fluid spray system integrated into vehicle chassis dyno for testing vehicles

Ashish Gandhi, deputy general manager, Maruti Suzuki, India

1:30pm - Improving engine testing efficiency using high-quality sensors

Kevin Walsh, application sales engineer, Vaisala, Inc. USA

1:50pm - Early-stage vehicle system development with tire models

Adam Stackpole, project manager/mechanical engineer, Stackpole Engineering Services, USA

2:10pm - Millivolt to microvolt: how your BMS can enable more miles

Mitchell Kelley, field sales engineer, Pickering Interfaces, USA

2:30pm - Innovations in automotive testing: the drive toward safety and compliance

Justin Burmeister, director, analytical services and business innovation, Applied Technical Services LLC, USA

2:50pm - Introduction of mechanical stress measurement technology in the hydrogen gas environment

Takahiro Hara, business development, Kyowa Americas Inc. USA

3:10pm - High-speed acoustic imaging for the localization of impulse-like sound emissions

Dr Thomas Rittenschober, CEO, CTO, Seven Bel GmbH, Austria

DAY 3: THURSDAY, OCTOBER 24

10:00am - MCU/TCU integration bench test for electrified Class-8 heavy-duty truck

Dr Yongpeng Zhang, manager of e-drive system engineering, Hyzon Motors, USA

10:20am - Boundary testing electric vehicle supply equipment (EVSE)

Dana Deel, senior ATE technical manager, Chroma, USA

10:40am - Vehicle cybersecurity: shifting left with HIL- and SIL-based cybersecurity testing

Dr Matthias Pukrop, product engineer, dSPACE GmbH, Germany

Jason Cole, sales director, PlaxidityX (formerly Argus Cyber Security), USA

11:00am - Revolutionizing automotive testing with QTec technology

Osama Jameel, team lead - central region, Polytec, USA

11:20am - Pressure sensors for testing in hydrogen environments

Stephen Sajben, senior product specialist, Druck, a Baker Hughes company, USA

11:40am - Thermal manikin with new JOS-3 control software

Koji Miyasaka, general manager, Kanomax USA, Inc. USA

12:00pm - Dynamic measurements in minutes instead of hours/days utilizing motion amplification

Sean Hollands, chief commercialization officer, RDI Technologies, USA

Visit www.testing-expousa.com

to view the full program or scan the QR code



*This program may be subject to change

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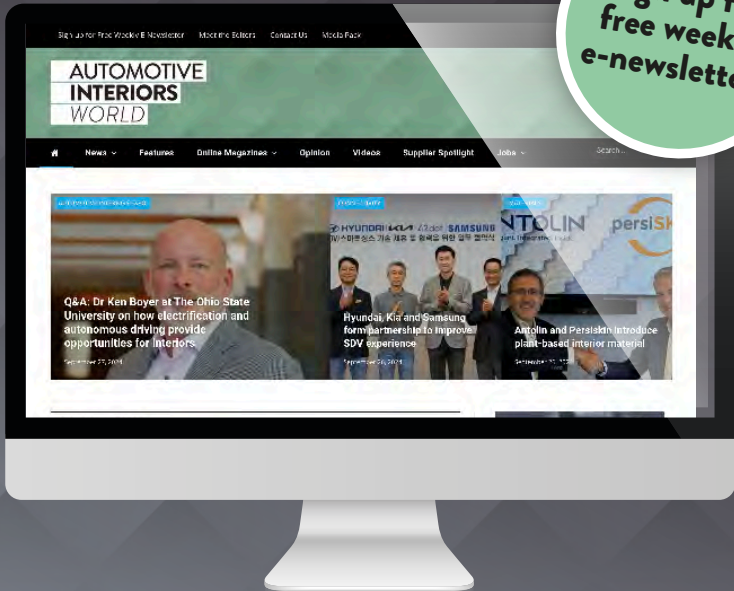
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automotive **interiors** EXPO

A graphic of the American flag, with a blue field containing two white stars above a red field containing two white stars.

WHO
TO SEE

SUMMIT AND INNOVATION
SHOWCASE PROGRAMS

EXHIBITOR
LISTINGS

Interi  *Vision*
SUMMIT

The logo for Interi Vision Summit features the word "Interi" in a white sans-serif font, followed by a stylized icon of a car's interior with orange and blue curved lines, and the word "Vision" in a white sans-serif font. Below the icon, the word "SUMMIT" is written in a smaller, white, all-caps sans-serif font.

www.automotive-interiors-expo.com/usa

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EXHIBITORS A-Z

ABM International Inc.	A206	MEMA Original Equipment Suppliers	A216
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Adhetec	A414	Oplex SA de CV	A508
Argent International, Inc.	A202	Plastic Plate LLC/Lacks Enterprises	A500
Ascorium Industries	A507	Plastomer Corporation	A714
Automotive Interiors Expo North America 2025	A309	Portland Products LLC	A312
Avery Dennison	A404	Proell Inc.	A318
BASF Corporation	A212	Reell Precision Manufacturing Corporation	A320
Bergad Specialty Foams	A416	SACO AEI Polymers	A604
BR International Inc. (US subsidiary of Bohra Rubber P Ltd, India)	A710	Sefar Inc.	A207
Bruno Systems	A410	Sekisui Products LLC	A215
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Frimo Innovative Technologies (FIT)	A514	Supreme Nonwoven Industries Pvt Ltd	A405
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Mankiewicz Coatings LLC	A402		

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Web: www.abminternational.com

ACSYS Lasertechnik US Inc.

Booth: A505

Web: www.acsyslaser.com

Adhetec

Booth: A414

Web: www.adhetec.com

Adhetec is world leader in adhesive surface protective films, tapes and foams in the automotive industry. Adhetec's products are widely used on a variety of vehicles for temporary protection of interior or exterior elements in accordance with manufacturers' specifications, enhancing productivity, overhaul cost, brand image and customer satisfaction.

Argent International, Inc.

Booth: A202

Web: www.argent-international.com

Argent International, a woman-owned business, is your partner in the buzz-squeak-rattle battle and beyond. It provides solutions for sound design, NVH, gaskets, attachments and adhesives.

Argent has been providing custom die-cut solutions for over 45 years to the automotive, RV, marine and aerospace industries.

Ascorium Industries

Booth: A507

Web: www.recticel.com

Automotive Interiors Expo North America 2025

Booth: A309

Web: www.automotive-interiors-expo.com/usa/en

Visit the booth to book a space for Automotive Interiors Expo North America 2025, which will be held in the Suburban Collection Showplace, October 21, 22 & 23, 2025. Next year's show will again feature the world's leading manufacturers of vehicle interior components and systems, bringing together suppliers and innovators, car designers and car manufacturers and styling houses and studios, all under one roof. Automotive Interiors Expo Europe will also be held this November at the Messe Stuttgart, Germany, November 12, 13 & 14, 2024.

Avery Dennison

Booth: A404

Web: www.averydennison.com

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers.

BASF Corporation

Booth: A212

Web: www.basf.com

BASF is committed to delivering cutting-edge chemistry-powered solutions for the automotive industry. From polyurethanes to engineering plastics, the company's comprehensive portfolio is designed to create the next generation of vehicles that are safer and more efficient for a sustainable future. BASF's customer innovation laboratory is conveniently located in South-Eastern Michigan.

Bergad Specialty Foams

Booth: A416

Web: www.bergad.com

Bergad's biodegradable foams are ideal for use in a wide range of transportation applications, as well as in other industries while helping to protect the environment. Its custom-formulated biodegradable foams are ideal replacements for traditional viscoelastic foams and high-resiliency (HR) foams used in the transportation industry.

BR International Inc. (US subsidiary of Bohra Rubber P Ltd, India)

Booth: A710

Web: www.bohra.com

BR International, a US subsidiary of Bohra Rubber P Ltd, India, specializes in manufacturing high-quality rubber automotive components. This includes molded and extruded rubber automotive components for diverse applications used in lighting, trim, sunroofs, weather strips, cab sealing systems, HVAC, thermal management, transmission and chassis, and EV applications.

Bruno Systems

Booth: A410

Web: www.brunosystems.com

Continental AG

Booth: A111

Web: www.continental.com

Continental is exhibiting products and services that enhance your testing capabilities and bring state-of-the-art technologies to your vehicle interior, including telematics, intelligent glass (electronic shading), In2Visible cockpit display, and more. Continental will showcase the capabilities of its proving grounds facility located in Uvalde, TX which is available to rent.

Covestro LLC**Booth: A607****Web:** www.covestro.com

Covestro's extensive expertise in high-tech polymers is reflected in its unparalleled range of polycarbonate-based materials. Collaborating closely with customers, Covestro's innovative materials contribute to the production of sustainable, lightweight and high-performing vehicle components. By integrating these materials into automotive designs, Covestro facilitates material reduction, streamlining production and enhancing cost efficiency.

DNP America**Booth: A606****Web:** dnperica.com**Elematec USA Corporation****Booth: A518****Web:** www.elematec.com

Elematec will be showing a wide range of innovative interior solutions from sustainable cork and egg-shell leather to illumination modularization. Elematec supplies its innovative technologies and products to automotive clients all over the world, thanks to its partnership with approximately 7,100 suppliers and more than 70 domestic and overseas locations.

Follmann, Inc. USA**Booth: A504****Web:** www.follmannusa.com

The production of individual adhesive solutions is Follmann's mission! The company offers tailor-made sustainable adhesive solutions for the business success of customers, as well as reliability and the highest quality in service delivery according to the latest industry standards using state-of-the-art technologies and innovations.

Frimo Innovative Technologies (FIT)**Booth: A514****Web:** www.frimo.com

Frimo offers a wide range of tooling and equipment products and services. Customers benefit from its expertise in PU processing, flexible trimming, punching, pressing/forming, thermoforming, press laminating, edge folding, welding and gluing, as well as support along all necessary upstream, intermediate and downstream process steps.

Fujikura America Inc.**Booth: A306****Web:** www.fujikura.com**Global Lighting Technologies, Inc.****Booth: A406****Web:** www.glthome.com

Since 2000, GLT has led the industry in advanced light guide module development. It takes a collaborative approach – from discovery and design through prototyping and manufacturing – for virtually any custom light guide application. GLT is committed to providing the efficiency and high quality that its innovative clients require.

Jowat Corporation**Booth: A708****Web:** www.jowat.com

Jowat adhesives are strong and reliable partners in all relevant lamination and assembly processes. The company's adhesive portfolio for the automotive industry ranges from thermoplastic and reactive hot melts to dispersions and pressure-sensitive adhesives. It provides tailored services for customers with the objective of ensuring perfect bonding performances.

Juki America Inc.**Booth: A400****Web:** www.juki.com

Juki has been a world leader in sewing machine technology for over 85 years. It offers an extensive line of sewing equipment to industries such as automotive, upholstery, footwear and leather products.

Kepe Technologies LLC**Booth: A510****Web:** www.kepotech.com

Kepe Technologies is a manufacturer of automotive interior lighting: ambient, mirror and scuff plate; haptic components: seat vibration, touch panels; and speakers: voice compensation.

Kimoto Tech**Booth: A310****Web:** www.kimototech.com

Kimoto Tech is an industry leader in the research, development and processing of solution-based chemistries, coatings and adhesives applied via a roll-to-roll. Technology platforms include thermoformable coatings, print-receptive coatings, protective coatings, diffusion coatings, adhesive coatings, specialty coatings and custom-created multilayer constructions.

Kleiberit Adhesives USA**Booth: A506****Web:** www.kleiberit.com

Kleiberit Adhesives – the specialist amongst adhesive manufacturers. The Kleiberit trademark stands for innovative research and development, the most modern production and the highest product quality, as well as service-oriented customer proximity. And this for 75 years. The company employs worldwide approximately 675 employees and is based in Weingarten, Germany.

Klüber Lubrication

Booth: A605

Web: www.klueber.com

Klüber Lubrication offers expert tribological solutions by supplying high-performance specialty lubricants directly to customers in almost all branches of industry and regional markets. Its customers include producers of components, modules, machines and systems, as well as companies using this equipment for their own production or processing activities.

Kunshan Achilles New Material Technology Co. Ltd

Booth: A702

Web: www.achilleskunshan.com

Kunshan Achilles New Material Technology was established in 1993. It has advanced technology, formulas and equipment in producing artificial and synthetic leather, films, coatings, tarpaulins and other products which can be widely used in automotive interiors, furniture, bags, footwear, clothing, interior decoration, etc.

Liquid X Printed Metals

Booth: A406

Web: www.liquid-x.com

Macauto USA, Inc.

Booth: A600

Web: www.macauto-group.com

Macauto, established in 1979, is an award-winning global supplier with over twenty years of experience in the automotive industry, specializing in traditional and power sunshades, including but not limited to rear doors, back windows and sunroofs. It also designs, engineers and manufactures cutting-edge solutions for wind deflectors, luggage compartments, etc.

Mankiewicz Coatings LLC

Booth: A402

Web: www.mankiewicz.com

MEMA Original Equipment Suppliers

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MJ Foley Company

Booth: A400

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Plastic Plate LLC/ Lacks Enterprises

Booth: A500

Web: www.lacksenterprises.com/plasticplate.html

Innovation-led engineering, refined. Plastic Plate is driven to continually redefine what's possible. Its award-winning finish technologies will expand your design imagination with new dimensions of texture, color and light. Plastic plate is always advancing its standards for quality, durability and sustainability. Join us for gelato at the booth.

Plastomer Corporation

Booth: A714

Web: www.plastomer.com

Plastomer Corporation produces seals, gaskets, seat toppers, acoustical products and a variety of other automotive and appliance applications using foam, rubber and other die-cut or molded materials. Manufacturing its own foams means fast service for last-minute changes and additions, and includes fast prototyping and immediate shipments to user facilities.

Portland Products LLC

Booth: A312

Web: www.portlandproducts.com

Portland Products is a customer-driven, innovative, value-added steel supplier to the automotive, heavy truck and off-road industries. It is privately held and located in Portland, MI. If you want 'it' to move, Portland Products can move it and make it better and more economical while meeting all of your expectations.

Proell Inc.

Booth: A318

Web: www.proell.us

As a leading developer of high-quality ink systems and lacquers with over 80 years of experience, Proell provides tailored solutions for industrial screen and pad printing applications. Visit the booth to explore the company's products and consult with the experts for customized solutions.

Reell Precision Manufacturing Corporation

Booth: A320

Web: www.reell.com

Reell Precision Manufacturing provides innovative motion control solutions for the automotive industry, specializing in friction hinges and torque technology for headrests, armrests, center consoles, floor storage lids and tailgates. Reell Precision Manufacturing provides quality products ensuring smooth, reliable performance while enhancing the user experience for interior and exterior automotive applications.

SACO AEI Polymers

Booth: A604

Web: www.sacoaei.com

SACO AEI serves the polymer industry by developing, manufacturing and delivering a full range of thermoplastic and thermoset compounds. SACO AEI has been supplying the automotive industry for over 40 years with PP and wood fiber sheets (XR Sheet) and most recently with PP and glass fiber sheets (GF Stock,) excelling in performance and sustainability.

Sefar Inc.

Booth: A207

Web: www.sefar.us

Sefar PowerHeat is a conductive heating fabric designed for various automotive applications. It can be integrated with minimal modification into injection-molded/NFPP trim panels, floor mats and door/console armrests for effective and efficient heat distribution. Sefar PowerHeat offers a reliable heating solution in diverse environments, ensuring consistent performance and longevity.

Sekisui Products LLC

Booth: A215

Web: www.sekisui.com

Sekisui Products: a new frontier, a new lifestyle. Looking for creative next-gen interior solutions? Come see Sekisui's Smart Layer Technology and learn about 3D touch sensors featuring soft-touch translucent foam assembly, as well as the latest line-up of functional and device tape solutions.

Serigraph

Booth: A412

Web: www.serigraph.com

Serigraph has over 70 years of expertise in various forms of printing, forming, cutting and molding. These core competencies have led to the adoption of decorating technologies such as in-mold labeling and in-mold decoration, as well as the integration of lighting and electronics to provide customers with fully functional parts.

Shanghai Hansi Industrial Co. Ltd

Booth: A316

Web: en.shhansi.com

Hansi is one of the pioneering adhesive companies in China. Its expansive product portfolio features six main adhesive series: polyurethane, epoxy, UV curing adhesive, hot melt, water-based adhesive and modified silane. Leveraging its reliable and extensive solutions, Hansi consistently finds itself at the cutting edge of the automotive interiors industry.

Sheffield Cutting Equipment

Booth: A300

Web: www.sheffieldcuttingequip.com

Sheffield Cutting Equipment makes the highest-quality strip cutting machines. Most of the automotive and airline seatbelt manufactures use Sheffield machines because of the quality, durability and precise tolerances its machines are able to achieve.

Shin-Etsu Polymer America Inc.

Booth: A308

Web: www.shinpoly.com

Shin-Etsu Polymer manufactures an array of automobile products including switch devices, electrical inter-connectors, interior decorating sheets and environmentally friendly compounds. All products are designed and produced to custom requirements in production facilities spread over the world.

Şiteks Diş Ticaret ve Tekstil Sanayi AŞ

Booth: A716

Web: www.siteks.com.tr

One of the biggest felt manufacturers in Europe, Şiteks, based in Turkey, produces various felt and nonwoven products for the automotive sector. Along with virgin fibers, Şiteks uses recycled fibers and textile remnants to support the environment and can produce felts from 200 to 3,500gsm in weight and from 2-100mm in thickness. All felts can be prepared as plates, rolls, self-adhesive and 2D-shaped parts. ahmet.ilhan@siteks.com.tr
doruk.atasel@siteks.com.tr

Supreme Nonwoven Industries Pvt Ltd

Booth: A405

Web: www.supremegroup.co.in

Supreme Nonwoven Industries is the largest and most diversified nonwoven manufacturing company in Southeast Asia, specializing in providing customized nonwoven solutions across various sectors from apparel to automotive and beyond. Its commitment to innovation and focus on sustainable solutions means it is geared to meet its global customers' evolving requirements.

Synergeering Group LLC

Booth: A208

Web: www.synergeering.com

Synergeering Group is a direct service bureau for its exclusive RapidNylon, large, fully-functional rapid prototype parts, delivered in just days. Using modified laser sintering technology and GF-Nylon material, parts have the highest accuracy and durability. Parts are airtight, insoluble to chemicals and heat tolerant to 140°C.

Taiyo Technology Singapore Pte Ltd

Booth: A518

Web: www.taiyo.com.sg

Taiyo's experience in electroplating and decorative finishes makes it a strong and trusted supplier for many. Its Chrome6-free plating, colorized and textured surfaces are the company's latest answers for automotive interiors. Taiyo looks forward to introducing its new technology and talking about the evolving experience of the cars of tomorrow.

Tajima America

Booth: A224

Web: www.tac-us.com

The Tajima Pax can sew, embroider and perforate materials like leather without moving them from the worktop. It uses a normal embroidery head and a special punching head to achieve high precision by perforating with different diameter punches, allowing for enhanced accuracy in complex designs.

Teseo SpA

Booth: A610

Web: www.teseo.com

For over thirty years, Teseo has been a world leader in the innovation and production of automatic cutting solutions for the

automotive industries. Teseo has also developed solutions for high-performance perforation – UPP – and for inspection of the cut parts – MOB AQC for automatic size and hole quality checking.

Toyobo MC USA, Inc.

Booth: A204

Web: www.toyobousa.com

Toyobo's engineering plastics department specializes in metal replacement and lightweighting applications, especially pertaining to automotive interiors. Its resin materials feature three key characteristics: high strength, low warpage and grade-A appearance. Visit the booth to see these resin grades and more!

Unifi

Booth: A217

Web: www.unifi.com

Unifi is a global leader in fiber science and sustainable synthetic textiles. Using proprietary recycling technology, Unifi is a pioneer in scaling the transformation of post-industrial and post-consumer waste into sustainable products.

Welson Mold

Booth: A718

Web: www.welsonmold.com

Welson Mold was founded in 2008 and is a plastic injection tool maker from Dongguan, China. The company has customers in North America and provides second-stage and after-sales services in the USA and Mexico and several countries in Europe. Welson is focused on automotive lighting, interiors and exteriors.

Westlake Global Compounds

Booth: A408

Web: www.westlakeglobalcompounds.com

Xin Point North America Inc.

Booth: A304

Web: www.xinpoint.com

XPNA is a subsidiary of Xin Point Holdings Limited, a leading global solutions provider of one-stop surface decoration. With production facilities strategically located around the world, Xin Point services include tooling, molding, chrome electroplating, hexavalent chrome-free plating, painting, laser etching, PVD, IML, lamination, ambient lighting, thixomolding, and more!

Yanfeng

Booth: A772

Web: www.yanfeng.com

ZSK Stickmaschinen GmbH

Booth: A706

Web: www.zsk.de

ZSK Stickmaschinen, the German market leader in the manufacture and sale of industrial embroidery machines, produces compact single-head to multi-head machines for various industries. For automotive interiors and leather applications, ZSK develops sophisticated embroidery machines with up to 24 needles enabling exact stitching even on perforated leather. www.zsk.de

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SHOWCASE PROGRAM

FREE TO ATTEND!

New for 2024, Automotive Interiors Expo North America will feature a free-to-attend innovation showcase running on Days 1 and 3, staged immediately next to the show floor, at the rear of the exhibition hall.

Taking place at the front of the hall in a purpose-built conference room will be the one-day InteriVision Summit – Wednesday October 23 – see page 68 for program details.

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INNOVATION SHOWCASE - INTERIORS

DAY 1: TUESDAY, OCTOBER 22

MORNING SESSION

10:30am - Sefar PowerHeat - innovative heating for interior components

Chris Williams, mobility sales manager, Sefar, USA

The need to efficiently heat the automotive interior while keeping passengers comfortable is crucial. PowerHeat stands out from other types of automotive surface heating because it can be applied to dashboards, door panels, armrests and any molded or fabric/leather parts of the interior trim. It can be seamlessly integrated into existing interior production processes through insert molding, foaming and laminating. The fabric is extremely thin, allowing it to be placed directly beneath leather or interior fabric, and molded into existing components to create a localized heating system that generates a heated microclimate for passengers.

10:55am - Break

11:00am - Accomplish more with less: a smarter way to design

Andrew Dubel, business development manager, Fujikura America, USA

In the automotive space, the Fujikura name is primarily associated with wire harness products. This year, the company is bringing more technologies to the table in the automotive space. Its 139 years in business, and experience in industries such as consumer electronics and

beyond, have made Fujikura a master of miniaturization and high performance. This presentation will provide a brief overview of Fujikura and highlight a couple of its key technologies, which enable its (mainly Tier 1) customers to better design products (for infotainment, seating, lighting and beyond), allowing them to truly accomplish more with less.

11:25am - Break

11:30am - Silicone-organic hybrid materials for unlocking design creativity

Dr Binbin Luo, technical service and development scientist for silicone elastomers, Dow Performance Silicones, USA

Quin McNamara, marketing manager, North America, Dow Performance Silicones, USA

LuxSense silicone leather is the first synthetic leather (PU, PVC or silicone) that competes with natural leather on performance and exceeds it on sustainability. A multilayer composite, LuxSense is designed to unlock design creativity and can be used on existing processing equipment. Several technical challenges were overcome using fundamental science to understand the underlying mechanisms and create a comprehensive yet elegant solution via chemistry. Key to this are silicone-organic hybrid materials that combine the advantages of silicone (aesthetics, flame, stain, chemical and UV resistance, durability) with those of organics

(outstanding abrasion resistance) in a cost-effective, sustainable (lower VOC, free of plasticizers, DMF and harmful solvents) system. As a result, LuxSense has become the world's first silicone luxury leather approved and commercialized in automotive interiors. It meets automotive interior specifications, including car seating applications, and exhibits the unique features of 4S: sight, smell, sensation and sustainability.

11:55am - Break

12:00pm - Sustainable nonwovens for automotive interiors

Jaiprakash Ramani, chief marketing officer - automotive BU, Supreme Group, India

Supreme Nonwoven has introduced a range of solutions that reflect the company's ongoing commitment to sustainability. It offers eco-friendly solutions across various applications for automotive soft interiors. Its offerings are engineered with cutting-edge, sustainable materials that deliver high performance while reducing environmental impact. These innovations reflect Supreme Nonwoven's dedication to creating a circular economy, where resources are used efficiently and waste is minimized.

AFTERNOON SESSION

2:00pm - Sustainability of chromate: Cr3- and Cr6-free plastic plating

Pablo Javier Ramos Cuevas, global sales supervisor, Taiyo Manufacturing, Japan

Market trends for automotive interiors are shifting toward new possibilities and more sustainable manufacturing alternatives. REACH regulation for hazardous materials in the European Union is not foreign to the American automotive industry. Taiyo has taken the lead in sustainable chrome plating with the development of a Cr6-free etching line (with mass production since February 2022) and a newly developed Cr3 silver color (end of 2023) that is virtually the same as its Cr6 counterpart. With these alternatives, Taiyo aims to provide environmentally friendly solutions for an industry searching for sustainable options that do not compromise on quality or style.

2:25pm - Break

2:30pm - Evolution in decorative and structural parts with functional integration

Karen Guzman, automotive and sustainability manager, Covestro, USA

Automotive engineers and designers face growing challenges as electronics, functionalities, lighting and materials converge with styling trends, opening up new opportunities for illumination while the demands for high performance, quality, safety, lightweighting, sustainability, design flexibility and cost-efficiency persist. This presentation will explore case studies and strategies across various car applications. It will demonstrate how integrating polycarbonate materials with innovative design and manufacturing techniques can effectively address these trends.

2:55pm Break

3:00pm - Enabling circular economy in America for fiber, yarns and fabric

Dr Edmir Silva, brand sales director, Unifi, USA

Made by Unifi, Repreve is a global leader in recycled performance fibers and resins. Using proprietary recycling technology, Repreve leverages multiple waste sources, including single-use plastic bottles, ocean-bound plastic, textile waste and recycled yarn. Repreve has transformed more than 40 billion plastic bottles into recycled fiber, powering globally scalable products for world-leading brands. Repreve - powered by the Textile Takeback process - recycles global post-industrial and post-consumer textile waste into next-generation materials using proprietary technologies. Made traceable with FiberPrint technology and certified by U-Trust, Repreve spans sports apparel, fashion, home, automotive, construction, transportation, military, medical and packaged goods.

The innovation showcase continues on Day 3, Thursday October 23 - see page 70 for details



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The summit takes place at the front of the hall in a purpose-built conference room and runs for one day only – see floorplan on page 1 for location

WEDNESDAY, OCTOBER 23

10:00am - What is safe in our future mobility world?

David Muyres, mobility futurist, chief commercial officer, Streetscope, USA

10:20am - Innovate for intuitive automotive interiors user experience

Patrick Nebout, CTO, Yanfeng Technology, Germany

10:40am - Why do we design? Looking at the cultural aspects of creativity, in service of the end user

Page Beermann, head of design, Pebble Mobility, USA

The presentation will cover innovative material usage, human-centric design philosophy and integrating smart technology with aesthetic appeal.

11:00am - Silicone-organic hybrid materials for unlocking design creativity

Binbin Luo, technical service and development scientist for silicone elastomers, Dow Performance Silicones, USA

Quin McNamara, marketing manager, North America, Dow Performance Silicones, USA

LuxSense silicone leather is the first synthetic leather (PU, PVC or silicone) that competes with natural leather on performance and exceeds it on sustainability. A multilayer composite, LuxSense is designed to unlock design creativity and can be used on existing processing equipment. Several technical challenges were overcome using fundamental science to understand the underlying mechanisms and create a comprehensive yet elegant solution via chemistry. Key to this are silicone-organic hybrid materials that combine the advantages of silicones (aesthetics, flame, stain, chemical and UV resistance, durability) with those of organics (outstanding abrasion resistance) in a cost-effective, sustainable (lower VOC, free of plasticizer, DMF and harmful solvents) system. As a result, LuxSense has become the world's first

silicone luxury leather approved and commercialized in automotive interiors. It meets automotive interior specifications, including car seating applications, and exhibits the unique features of 4S: sense of sight, smell, sensation and sustainability.

11:20am - Break

11:55am - A digital future beyond screens

Harsha Ravi, senior interior designer and independent consultant, USA

12:15pm - Unleashing innovation: fostering creative synergy between engineering and design

Rodrigo Galdino, interior design lead, VW Design Center, USA

This presentation will unveil and demystify design, highlighting its pluralistic and interconnected nature through examples from the automotive industry, product design and architectural history. With 24 years of experience, the speaker will also explore the nuances of the profession and how its mindset has evolved over the years. Surprising conclusions will shed light on the often misunderstood field of design, offering new perspectives and insights.

12:35pm - Gears of change: how electrification and autonomous driving provide opportunities for interiors

Dr Ken Boyer, professor, supply chain management, Ohio State University, USA

The author of *The Electric Vehicle Revolution: Five Visionaries Leading the Charge* will discuss how the gears of change offer new opportunities to reimagine interiors in transportation. Not since the first transportation revolution – from horses to horseless carriages – have designers had this blank a page. Boyer will pull from history and contemporary media to examine how the gears – willingness to commit (company, customers, governments) – must mesh with transforming supply networks (automotive OEMs, software providers, interior suppliers) and the ability to profit. All must be aligned and mesh for change to occur.

12:55pm - Mobility for all

Nick Flannery, senior engineer, Toyota Boshoku America, USA

Overview of TBA's vision for future mobility encompassing TBA's current products and capabilities and highlighting its focus on creating accessible and inclusive mobility.

1:15pm - Lunch

2:15pm - The evolution of smart cockpits in automotive interiors

Lori Mavis, associate director of product management, Publicis Sapient, USA

Join us for an exhilarating journey through the evolution of smart cockpit technology in the automotive industry. This session dives deep into the pioneering features from the 1970s to the 1990s, the advent of early infotainment and Bluetooth connectivity in the 2000s, and the groundbreaking integration of smartphones with Android Auto and Apple CarPlay. Learn how safety sensors like blind spot detection and lane keep assist have enhanced driver safety, and explore the dawn of EV and autonomous vehicle technology, which is transforming the automotive landscape. Finally, get an exclusive look at the cutting-edge trends shaping the smart cockpits of today and tomorrow. Don't miss this opportunity to explore the future of automotive innovation!

2:35pm - Leveraging automotive interior surfaces for an intuitive user experience

Maggie Kasper, advanced sales manager, Faurecia Interior Systems, USA

The cockpit, like the automotive industry, is experiencing a transformative revamp as consumers find that HMI via display is not as intuitive or functional as anticipated. Forvia's focus is on harnessing the power of smart surfaces to redefine interior environments and ultimately provide experiences that matter to people. By integrating advanced surface technologies, Forvia aims to create dynamic, intuitive spaces that adapt to users' needs in real time. This approach combines innovative surface activation while honoring the commitment to sustainability, offering interior lighting, integrated HMI and thermal surfaces.

2:55pm - ADAS and UX-driven semiconductor advances and AI in automotive

Nishatha Nagarajan, technical specialist - semiconductor engineering, JLR, USA

Semiconductors have been the key components of new age technology since the 1960s. The last decade contributed a significant acceleration to this area and the Covid-19 pandemic added a new dimension in how these key components are being viewed as the automotive industry felt the effects of chip shortages. This is only one of the driving factors for change in semiconductor strategy. With major automotive architecture changes like the software-defined vehicle (SDV) which focuses on centralized supercomputers, the need for an increase in chip performance is unprecedented. Other factors that contribute to performance needs are autonomy of vehicles and user experience. The key technology attribute is advancements in AI which are compute hungry and the deployment of these networks on edge devices has become a critical challenge. The number of parameters trained in AI have exponentially increased with generative AI going up to 1 trillion for some networks. The trend is only going to continue, and the industry will have to come together to address these challenges collectively.

3:15pm - The future of automotive seating comfort

Brian Dunt, technical account manager, Leggett & Platt Automotive, USA

In this session, Leggett & Platt Automotive will share its vision for the next generation of automotive seating comfort. Dunt will discuss why he believes in such a technologically advanced future and how to solve unique challenges with concrete examples. Learn how comfort will evolve, the latest innovations in massage, vibration and well-being functions, how to enhance the driving experience, and how to apply these designs across all car ranges.

3:35pm - Next-gen interiors: TactoTek's IMSE revolution in design and sustainability

Thomas Lipscomb, vice president, TactoTek, USA

The presentation will showcase how IMSE (injection molded structural electronics) transforms automotive interiors. Explore how IMSE integrates materials, electronics, mechanics and lighting into a unified structure, enhancing design flexibility, performance and sustainability. This presentation highlights TactoTek's unique business model, which leverages strategic partnerships to scale and deploy these advanced solutions, driving innovation in automotive interiors with a focus on eco-friendly, integrated designs. Discover how IMSE is setting new standards for efficiency and sustainability in interiors applications.

*This program may be subject to change

DAY 3: THURSDAY, OCTOBER 24

10:30 - Additively manufactured copper circuit boards for the automotive industry
Christophe Sansregret, process development engineer, MiQro Innovation Collaboration Centre (C2MI), Canada

Additively manufactured electronics continue to garner significant interest across multiple product applications for embedding devices within existing standard products and producing novel flexible devices. Compared with traditional copper-foil-based flexible printed circuit board (F-PCB) technologies, printed electronic circuits can accept a wider range of flexible substrate materials, can be readily integrated with other printed device functions and can exploit roll-to-roll manufacturing for extremely low cost. This presentation will discuss manufacturing methods of printed circuits and subsequent component assembly. Preliminary reliability data will also be discussed, as well as a performance comparison with traditional circuit board technology.

10:55 - Break

11:00 - RFID benefits for automotive interiors

Paul Jakubik, business development manager, Avery Dennison, USA

RFID technology enables real-time tracking and tracing of assets, offering numerous benefits for vehicle component tracking and production control in the automotive industry. In this presentation, you will learn how to enhance supply chain visibility, automate data capture, improve inventory management and reduce errors. RFID assigns unique tags to components, simplifying tracking and traceability. Join this session to hear how digital solutions can revolutionize your operations.

11:25 - Break

11:30 - Innovative laser applications from ACSYS with LFR technology in automotive

Ardalan Masoumi, business development manager, ACSYS Lasertechnik, Germany

In today's rapidly evolving automotive industry, precision and efficiency are paramount, especially in the production and design of vehicle

interiors. This presentation delves into the groundbreaking advances in laser technology, focusing on ACSYS's innovative LFR technology. The latest advances in laser technology enable seamless processing of very large layouts, ensuring that designs are executed flawlessly without any gaps or overlaps. This technology is versatile, allowing precise laser applications across a wide range of materials. Moreover, the process is adaptable and free of design constraints, providing the flexibility to achieve complex and intricate patterns with consistent accuracy and high quality.

11:55 - Break

12:00 - Using position control hinges to enhance the user experience and reduce the total cost for OEMs

Dominic Louwagie, senior global product manager - automotive, Reell Precision Manufacturing, USA

With today's market demands to reduce cost, weight and manufacturing complexity without sacrificing the user experience, quality and longevity, Reell Precision Manufacturing has developed technology and methods to meet these demands. This technology session will provide ideas, concepts and methods for hinging applications that meet the challenges of the Tier 1 suppliers and the demand for enhanced user experience by the OEMs. The session will also introduce new technologies that address problems that have plagued various applications, and end users' challenges related to hinged mechanisms.

*This program may be subject to change

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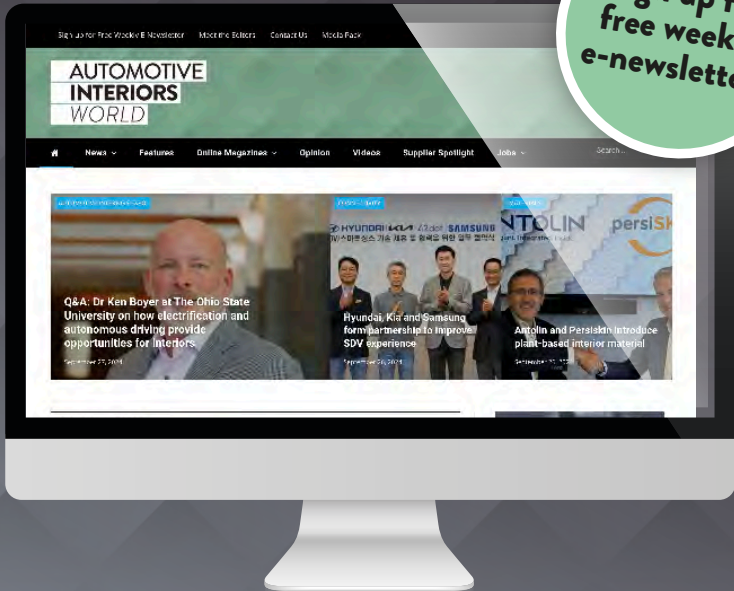
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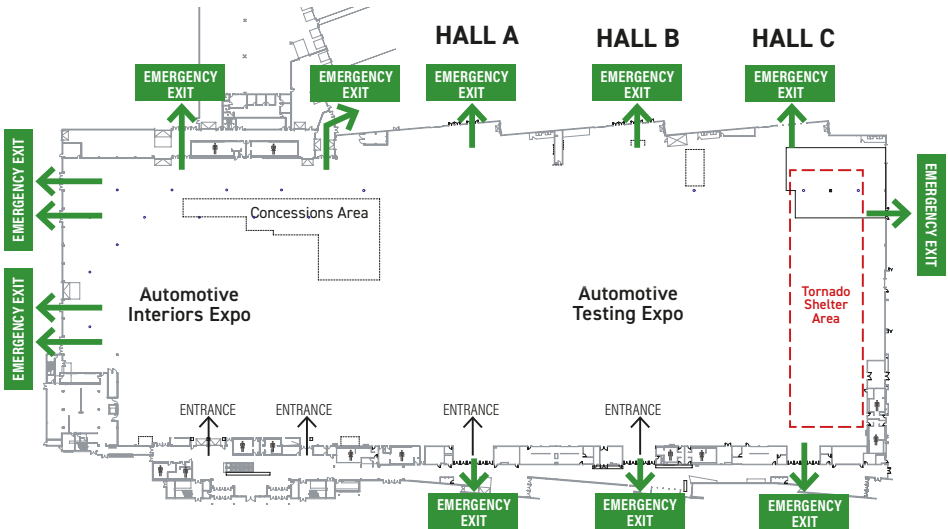


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