

CALL FOR CONTRIBUTIONS

Automotive Platform Meeting
at 3M, in Neuss, D
April 3rd and 4th, 2019

Scope
Automotive User Experience

All the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they're using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it.
[Definition: Alben, L. 1996]

A persistent challenge for the Automotive industry is the adaptation of technology that augments the driving experience without distracting the driver from his/her primary task. Many approaches are being considered including modes of interaction, the machine interface and new display architectures.

We look forward to receiving contributions covering aspects of this challenge as well as the criteria for enhancing the user experience. We want to share your experience in this field during our meeting at the 3M site.

The meeting site:

3M Display Materials and Systems Division | 3M Deutschland GmbH | Carl-Schurz-Str. 1 | 41453 Neuss | Germany

The city of Neuss is located close to Cologne and Düsseldorf Airport.

Call for contributions:

I would like to encourage you all **to present** your ideas and knowledge in the above fields. Of course you may also suggest additional and related **topics and external speakers**. However, by presenting your own paper you will create a very special opportunity to visualize your expertise.

Deadline: Please let us know that you are interested in presenting until **March 8th, 2019**. We shall contact the speakers for copies of their presentations later.

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