



**Keynote speaker:**

Name: **Dirk Zittlau**

Job position: **Director of Product Development Center**

Company: **Continental AG**

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Title of the Presentation:

**Updates in highly automated driving - key components for driver-vehicle interaction**

Dirk Zittlau is globally managing the Product Development Center Interior Camera Products within the Business Unit Interior Instrumentation and Driver Human Machine. He is active since more than 20 years in the Automotive Research and Development, for both advanced development and direct OEM serial project developments. The development activities had focus on active safety systems, included: vision processing applications, information and comfort instrumentation including graphical processing products.

As a response to EU's pursuit to reduce traffic accidents by half in 2010, he published in 2006 the article „Electronics for more safety - Assistance and safety systems preventing accidents“. Dirk Zittlau has multiple granted patent applications as author and co-author related to automotive applications, especially for safety relevant systems.

The current development activities are related to the Driver and Cabin Monitoring, focusing on both safety and comfort use, thus pushing the integration and industrialization within the automotive environment. This activity will also respond to the global goal and EU's initiative for „Vision Zero“ to further decrease accidents by half in 2020 and up to none in 2050.

He has studied Electronics at Friedrich-Alexander-Universität Erlangen-Nürnberg.