



In conjunction with the
IAO Vehicle Interaction Summit IV



1st **CATER** Workshop From “a” Vehicle to “my” Vehicle



The CATER Consortium is very pleased to invite you to attend its 1st Workshop to be held in Stuttgart, on November 8, 2007, in conjunction with the IAO Vehicle Interaction Summit IV.

CATER is an initiative supported by the European Commission addressing **networked business** in the **automotive field**:

- Enabling mass customization of vehicles
- Supporting personalisation of products to the explicit & emotional needs of clients
- Meeting the needs of customers, suppliers, sales, marketing & engineering team

Aiming at spreading the project results towards the whole automotive field, in Europe, Asia and worldwide, the first CATER achievements will be discussed during the workshop, as well as the state-of-the-art in mass customization of vehicles. Three thematic sessions, including experts from the CATER community, will also discuss the expected CATER benefits for the different stakeholders; the car drivers, the vehicle designers & planners, and the marketing & sales network.

In order to make the workshop valuable for both representatives of the CATER consortium and the workshop attendance; all players involved in the automotive field (from component manufacturers to distributors) are cordially invited to participate in the workshop.

Mark your calendar & register online now: www.cater-ist.org



Fraunhofer IAO - Competence Center Virtual Environments
Nobelstraße 12 - 70569 Stuttgart, Germany

Workshop Agenda

09:30 am - Welcome Addresses & Presentation of the CATER Project

- 09:30 am Margarita Lago
Project Officer, D4 Unit, European Commission
- 10:00 am Dr. Manfred Dangelmaier
Leader Virtual Environments, Fraunhofer IAO & CATER Project Coordinator

10:30 am - Keynote Address

- 10:30 am **Winning and novel concepts of vehicle design in Asia**
Speaker TBA, Proton Berhad

11:00 am - Coffee Break & Open Networking

11:30 am - From 'a' Vehicle to 'my' Vehicle: Mass Customization in the Automotive Field

- 11:30 am **Towards a Personal and Tailor-Made Car - The User's Point of View**
Speaker TBA, Fédération Internationale de l'Automobile (FIA)
- 12:00 pm **Mass Customization, Vehicle Design and Virtual Reality**
Speaker TBA, EUCAR
- 12:30 pm **Selecting my Car: from Do-it-Yourself Design to Mass Customization**
Speaker TBA

01:00 pm - Lunch Break and Open Networking

02:00 pm - Visit of the Vehicle Interaction Summit Exhibition

- Mass Customization in VR
- VR Interface for Product Planners
- 3D Model Search & Retrieval Tool
- Truck Configurator

03:00 pm - CATER Benefits to the Industry: Parallel Working Groups

- **'Happy Vehicle, Happy Customers' - CATER for the Drivers**
Moderator: Dr. Dimitrios Tzovaras, CERTH/ITI
- **'More Options, Less Variants' - CATER for the Vehicle Designers & Planners**
Moderator: Prof. Martin Helander, Nanyang Technological University Singapore
- **'The eDealer of the Future' - CATER for the Marketing & Sales Departments**
Moderator: Dr. Anders Opprud, Volvo Technology Corp.

04:00 pm - Coffee Break & Networking

04:30 pm - Roundtable & Conclusions

- 04:30 pm Manfred Dangelmaier
Leader Virtual Environments, Fraunhofer IAO & CATER Project Coordinator

Organized by the CATER Consortium



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CATER Demonstrations

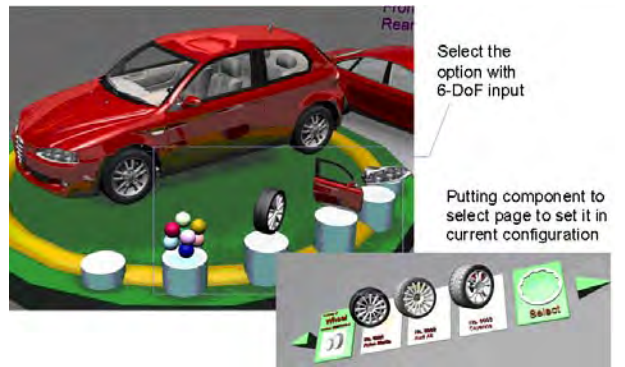
Mass Customization in VR

The interface is intended for the car buyer and runs on an immersive VR-POS/POI kiosk, intuitive and robust, located in the dealer's showroom. It reflects an experimental approach for accessing configurations based on emotional design. The proposed images represent moods and feelings defined by descriptors. The selection of images leads to various configuration options (colour, steering wheel, etc.) displayed by the 3D representation of the vehicle. Then, the user can proceed with more detailed options, enabling a better customization of the car. Of course, the mapping of the images and options is hidden to the user and can be easily modified by the designer.



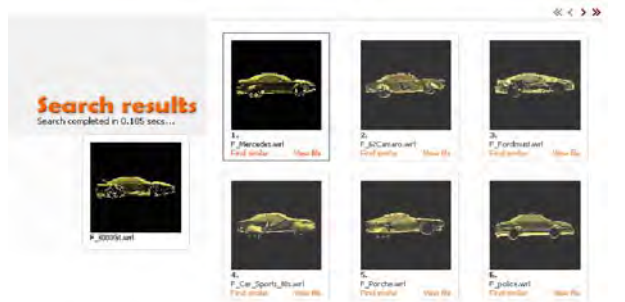
VR Interface for Product Planners

Using a specific VR interface, the product planner can refresh configurations according to the user history statistical data and vehicles technical improvement. Standing in a cave of the VR Centre the product planners can start the CATER-Re-configuration Tool. Two 3D-models are parked in the virtual room, the left one in default configuration, the right one with the bestseller-configuration. The product planner is able to move around or inside the car, which he can change the configuration. Based on the 3D search engine all the possible opportunities are proposed for each change of component requested.



3D Model Search & Retrieval Tool

The 3D Model Search and Retrieval Engine enables 3D content-based searching, accessing and retrieving from various distributed component repositories. The engine supports mixed-media searching based on the extraction of low-level geometric characteristics (content) and intuitive semantics (context) directly from the content. It also provides ubiquitous tools to annotate 3D content and propagate the annotation to the distributed content repository. The engine fulfills prerequisites of compactness, speed, discrimination power, robustness and data format invariance.



Truck Configurator

Volvo Truck configurator makes possible the easy and flexible configuration, offering, and ordering processes; it is used to quote and sell these complex products according to the customer requirements. Using the configurator to feed customer information the salesman automatically selects the product models and options the customer requires and sends the quotation (by email or fax) to the customer, in just a few minutes. The configurator helps the salesman to sell only valid option combinations and gives the prices according to pre-defined pricing rules. The Volvo Truck configurator provides combination of pre-defined questions used to choose the right model the basic selections for each customer.

