

# SEATING THROUGH THE AGES

Your seating challenges are as old as the beginning of time

The struggle to modularize components and tweak your seats for maximum ergonomic comfort has been around since the beginning of time. So, why are you still toiling along to re-invent the wheel? Remind yourself of the lessons learned by your forefathers at the **10<sup>th</sup> Automotive Seating Innovators Summit** this July.

1630 B.C.E.

430 B.C.E.

1474 A.D.

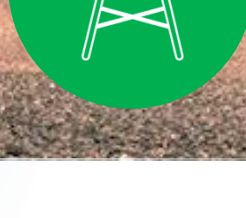
1865

1927

1973

2016

Pioneered during the Middle Kingdom in Ancient Egypt, **the folding stool** first gained favor in the Pharaoh's military due to portability and compactness – the same reasons the collapsible car seat is popular with suburban moms.



**Advanced Kinematics and the **Folding Seat**: Optimizing Design to Promote High Speed and Noise Reduction**

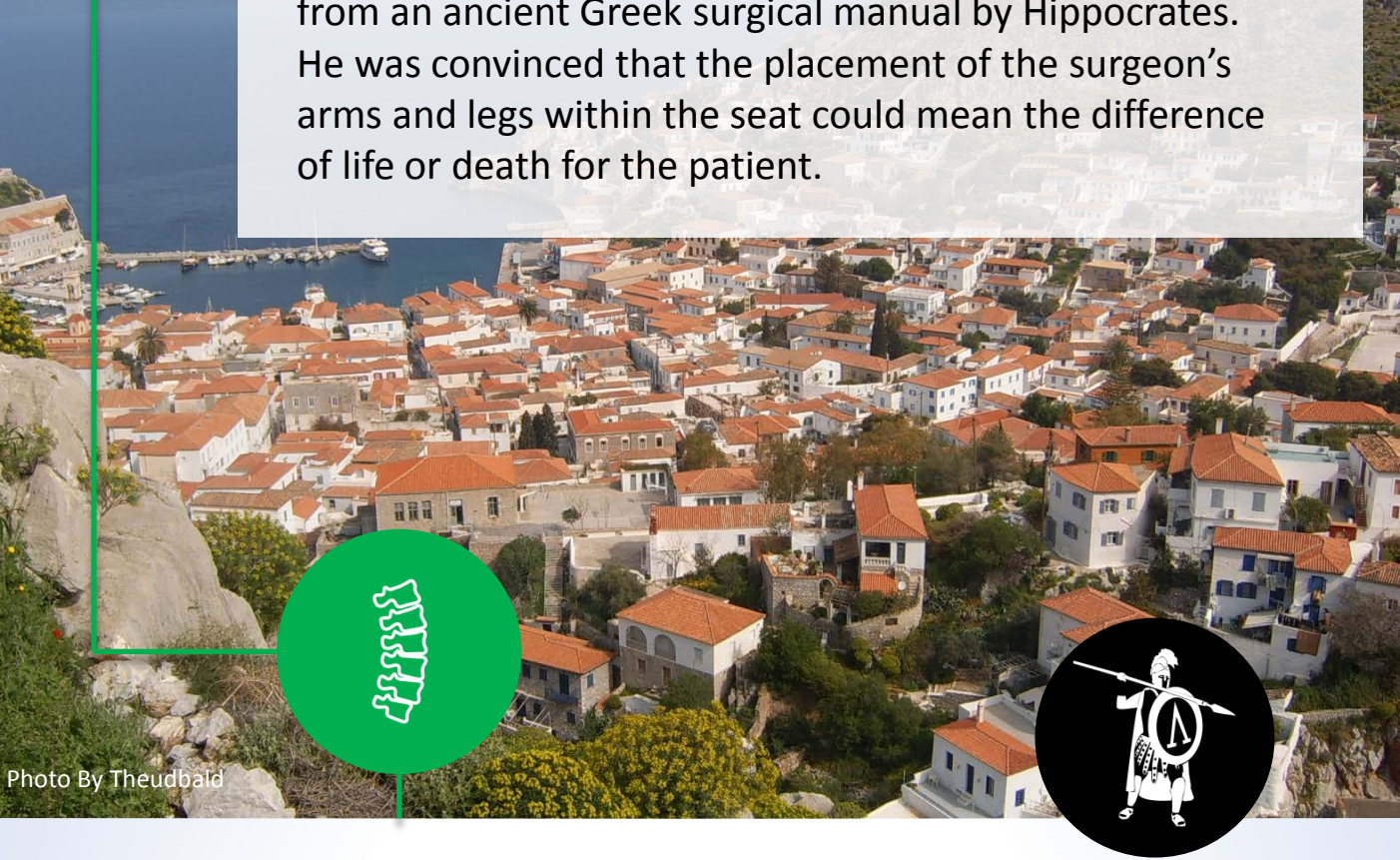
July 26 - 9:45 AM

**Falko Jaehner**

Director of Engineering

**Johnson Controls**

Some of the oldest texts referencing **ergonomics** comes from an ancient Greek surgical manual by Hippocrates. He was convinced that the placement of the surgeon's arms and legs within the seat could mean the difference of life or death for the patient.



**Seat **Ergonomics** and Aging Populations: How to Design Seats That Promote Driver Visibility, Ease of Entry/Exit and the Ability to Reach the Instrument Panel and Make Seat Adjustments**

July 26 – 8:45 AM

**Jeroen Lem**

Vehicle Interior Technologies

**Ford**

As you struggle to meet **federal regulations**, you have plenty in common with the Tudor-era working class of England. They had to answer to the Worshipful Company of Upholders (an archaic word for upholsterers). This guild of craftsmen had the authority to search for and seize upholstered goods that were of insufficient quality.



**PANEL: Best Engineering Practices for the Changing **Regulatory** Landscape: Meeting the Challenges of FMVSS 225 and FMVSS 207/210**

July 27 - 3:15 PM

**Kurt Driscoll**

Validation Engineer, Safety and Regulations,

**Faurecia**

**Harshad Zambare**

Seat Structures Engineer

**FCA**

Though Henry Ford is credited with the assembly line, the principle of interchangeable, **standardized** parts to aid mass assembly and consistent performance have roots that date much further back. Standardized firearms, for instance, were pioneered by the belligerents of the Civil War. Are you leveraging this 150-year-old concept?



**Use of **Modular** Components Over Several Models to Reduce Variance and Create Cost Benefits As Well As More Flexibility**

July 26 – 2:15 PM

**Peter Thomae**

Commodity Buyer

**Volkswagen of America**

The last time the **leather** tanning field saw a major advance was the filing of the patent for chromium salt tanning by Vogel Jessie M. in 1927. Sure, you've probably automated many processes previously done by hand, but it's likely your company or supplier uses the same painstaking and laborious process as the ancient Egyptians and medieval English. It's past time to take another leap forward, or else risk leaving money on the table.



**What to Do About **Leather**: Strategies for Meeting Increased Consumer Demand when the Supply Is Limited and the Manufacturing Time is Slow**

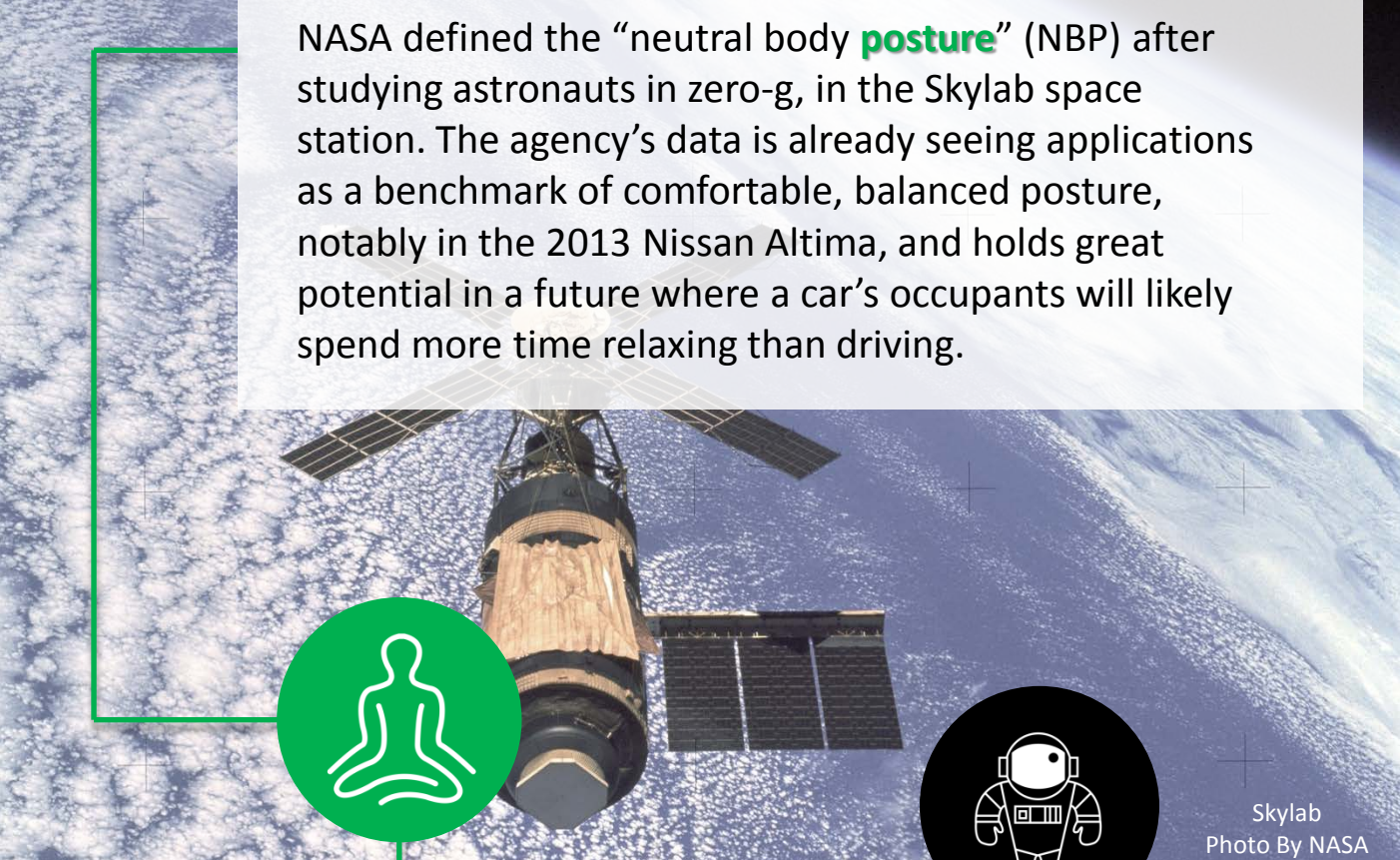
July 27 – 2 PM

**Michelle Brecht**

Global Core Buyer

**Ford**

NASA defined the “neutral body **posture**” (NBP) after studying astronauts in zero-g, in the Skylab space station. The agency's data is already seeing applications as a benchmark of comfortable, balanced posture, notably in the 2013 Nissan Altima, and holds great potential in a future where a car's occupants will likely spend more time relaxing than driving.



**Autonomous Driving and Changes in Seat Configurations: **Orthopedic** and Biomechanical Considerations**

July 27 - 8:45 AM

**Dr. King-Hay Yang,**

Professor of Biomedical Engineering & Director of Bioengineering Center,

**Wayne State University**

## Nearly 4,000 years

of technological and design innovation will converge July 25 – 27 in Detroit, at the **10<sup>th</sup> Automotive Seating Innovators Summit**.

Will you be there to **make your mark** on history?



**DOWNLOAD THE AGENDA**

**You!**



**10<sup>th</sup> Annual Automotive Seating Innovators Summit**

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Stool by Olly Banham from the Noun Project; Hieroglyph Man by Anand Prahlad from the Noun Project; Viking by Simon Child from the Noun Project; Hero by Anton from the Noun Project; Spine by PJ Witsakorn from the Noun Project; Spartan by Joshua McMahon from the Noun Project; Jack sparrow by Petrick from the Noun Project; Detective by Sergey Demushkin from the Noun Project; Rosie the Riveter by Katunger from the Noun Project; Astronaut by Pablo Rozenberg from the Noun Project; yoga by Aneeqe Ahmed from the Noun Project; people by chris dawson from the Noun Project; Check Mark by Guilhem from the Noun Project