

Reimagining HMI – 2015 *WardsAuto* Interiors Conference

DENSO International America, Inc. is participating in the 2015 [WardsAuto Interiors Conference](#) at the Cobo Conference Center in Detroit. This conference is the North American auto industry's must-attend event focused on the automotive interior.

[Doug Patton](#), executive vice president of Engineering, chief technical officer of DENSO International America, Inc. and senior director of DENSO Corp., is moderating the Reimagining the HMI (human-machine interface) panel at the conference.

The concept of the human-machine interface has expanded far beyond the realm of a screen in the center stack. It encompasses augmented-reality head-up displays, hand signals, voice activation and other means for drivers and vehicles to communicate. Panelists discussed how the HMI is progressing and how consumer wants and needs have changed.

Patton will also give an update on DENSO's leadership in the [AHEAD Consortium](#), which has a goal to establish a common methodology to measure driver workload/attention.

See WardsAuto's coverage of the panel discussion [here](#).

WardsAuto has posted extensive coverage of the Interiors Conference keynotes, panel discussions and much more. Check them out in Ward's [special coverage section](#).