



Prof. Dr.-Ing. Alexander von Hoffmann
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Since 2006 Prof. Dr.-Ing. Alexander von Hoffmann has taught courses such as "Optical Simulations", "Construction Design", "FEM", and "Automotive Lighting" for Bachelor's and Master's Studies. In October 2007 he was named the director of the CAD-laboratory for the EFI Department.
 Between the years of 1998-2006 he worked at Volkswagen AG, where he became leader of the department for "Technologie, Simulation and Strack".



Dipl.-Inf. Wilhelm Brandenburg
 Brandenburg GmbH
 Technologiepark 19
 D-33100 Paderborn
 Phone: +49 5251/681 500
 brandenburg@brandenburg-gmbh.de

In 1998 Wilhelm Brandenburg founded Brandenburg GmbH. Brandenburg GmbH develops and distributes the software LucidShape and LucidDrive. In addition, the company does software and optical engineering work for several prominent companies in the lighting industry.
 Prior to founding Brandenburg GmbH, Wilhelm Brandenburg worked for Hella KG Hueck & Co. for 17 years. During this period he became director of the department for "technical software development". Later he became director of the Lighting Laboratory, and was responsible for headlamp development worldwide.

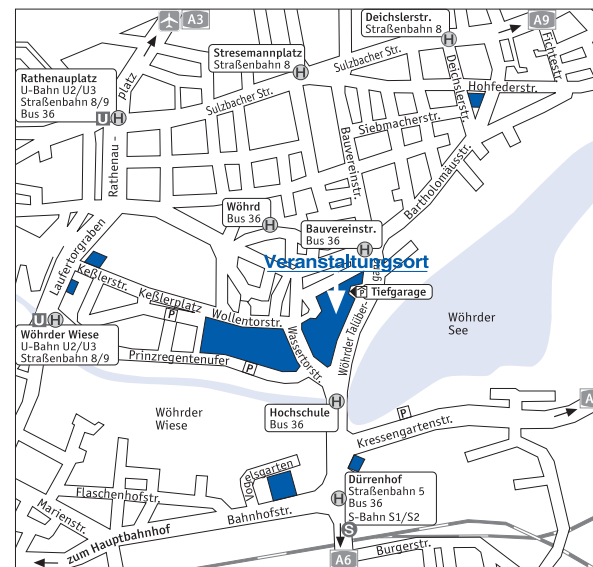
Accommodations Automotive Lighting Days 7. – 9. July 2009 Nuremberg

Georg Simon Ohm University of Applied Sciences Nuremberg
 Wassertorstr. 10

Übernachtung

Park Hotel Garni
 Brandstr. 64
 90482 Nuremberg
 Phone: +49 911/950700

Woehrdensee Hotel Mercure
 Nuernberg City
 Dürrenhofstr. 8
 90402 Nuremberg
 Phone: +49 911/99490



Training course: "Basics of automotive lighting"

Prof. Dr.-Ing. Alexander von Hoffmann,
Georg Simon Ohm University of Applied Sciences Nuremberg

Tuesday 7 th July 2009 (room E221)



8.00-10.00

"Overview: Innovations in Automotive Lighting"

10.00-12.00

"Basic Lighting Principles"

Common Lunch

14.00-15.00

"Measuring Technology in Automotive Lighting"

15.00-17.00

"Material Properties"

Wednesday, 8 th July 2009 (room E221)



8.00-9.00

"ECE Regulations for Automotive Rear Combination Lamps"

9.00-12.00

"Light Sources - Bulbs, Gas Discharge Lamps, and LED's"

Common Lunch

14.00-17.00

"Design of a LED Reflector with LucidShape"

Second "LucidShape" User Conference

Dipl.-Inf. Wilhelm Brandenburg,
Brandenburg GmbH, Paderborn

Thursday 9 th July 2009 (room E209)



9.00

Welcome Address

9.30-10.00

Christian Ziehl / DELVIS (i.A. VOLKSWAGEN AG)

"Process and Customer Oriented Benchmarking of Light
Distribution- Volkswagen Benchmark System"

10.00-10.30

Peter Leinwand / Engineering Consulting Leinwand

"Methods and Analysis Techniques for Reflector Development
with LucidShape"

10.30-11.00

Coffee Break

11.00-11.30

Dr. Jürgen Hager / OSRAM

"Colour Simulation/ LED"

11.30-12.00

Dr. rer. nat. Michael Olbrich / Mentor Bauelemente

"Using LucidShape to Develop a LED based License
Plate Lamp"

Common Lunch

Workshops (room E221)



14.00-14.45

Markus Scherschanski: „General New Features“

14.45-15.30

Ulrich Linnemann: "Basics and Applications of
a Luminance Camera"

15.30-16.00 Uhr

Coffee Break

16.00-17.00

Wilhelm Brandenburg: „Feature modelling“

(room E223)

14.00-14.45 // 14.45-15.30 // 16.00-16.45

Robert Lenhardt

"LucidDrive Workshop - Plugins for AFS and Driving Dynamics"



Announcement "Automotive Lighting Days"

7. - 9. July 2009

**Nürnberg, Wassertorstr. 10,
Georg-Simon-Ohm-Hochschule für angewandte
Wissenschaften – Fachhochschule Nürnberg**

Anmeldung für:

Teilnehmergebühr pro Person

- Schulung „KFZ-Beleuchtung“ 600 EUR zzgl 19% MwSt.**
- Anwendentreffen „LucidShape“ 150 EUR zzgl 19% MwSt.**

Name

Adresse

E-Mail

Telefon

Please RSVP by **May 31, 2009**

Via fax: **+49 (0) 911/5880-5109**

Further Events:

2. und 3. Dezember 2009:

„Kunststofftechnologien in der Fahrzeugbeleuchtung“
Festung Marienberg, Würzburg
Tagungsleitung: Prof. Dr.-Ing. Alexander von Hoffmann
Veranstalter: SKZ-Consem GmbH
Frankfurter Straße 15-17
D-97082 Würzburg
Anmeldung unter: anmeldung@skz.de
Fax: 0931/4104-227/- 274
www.skz.de

Januar 2010:

10. „Intelligent Transport Lighting“
Frankfurt Flughafen
Technical Advisor: Prof. Dr.-Ing. Alexander von Hoffmann
Veranstalter: IQPC Gesellschaft für
Management Konferenzen mbH
Friedrichstraße 94
D-10117 Berlin, Germany
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