

Mr. Younghoon Han

EC Lab and Vice President

Hyundai Mobis, Korea



Current Position: Head of EC Lab at Hyundai Mobis (Vice President)

Education and Expertise: Graduated from Korea University (1999): Specialized in Communication Systems & Antennas

Key Areas of Interest:

- Future technologies in Vehicle HMI (Display, HUD, Sound Systems, Controls, Gestures, Holograms)
- Integration of connectivity technologies such as 4G/5G/6G, V2X, Bluetooth, UWB
- Vehicle Architecture (Domain Controllers, Zonal Controllers, HPC)

Career Summary:

- Research Engineer at Hyundai Electronics, Automotive Electronics Division (1999): Development of Digital Radio
- Senior Research Engineer at Hyundai Autonet, CT Team (2000-2009): Development of Digital Radio
- Principle Research Engineer at Hyundai Mobis, Multimedia Advance Design Team (2009-2014): Planning of Multimedia Center, Government Project Planning (Vehicle IT Convergence Industry Association)
- Team Leader at Hyundai Mobis, Vehicle Display Design Team (2014-2020): Overseeing development of Clusters and HUDs
- Head of Information Display Sector at Hyundai Mobis (Vice President) (2021-2022): Overseeing development of Clusters, HUDs, and Displays
- Head of EC Lab at Hyundai Mobis (Vice President) (2023-Present): Overseeing development of HMI (Display, HUD, Sound), Connectivity (TCU, V2X, Digital Key), ICM, BDC/CCU

Key Conference Presentations:

- 2013: "Current Status and Future Prospects of Smart Device Adoption in Vehicles" (Automotive Innovation Day, Seoul)
- 2019: "Holographic AR-HUD" (Hologram Convergence Industry Association Conference, Seoul)
- 2021: "Holography Technology for Developing Automotive Head-Up Displays" (Holography Deep Tech Workshop, Seoul)
- 2021: "Next Generation AR-HUD Using Holographic Technology" (Auto HUD Tech China, Shanghai - Online)
- 2022: "Prospects for Vehicle Displays and AR-HUDs" (Automotive Innovation Day, Seoul)
- 2023: "Future AR-HUD" (SID 2023, Los Angeles, USA)

Major Achievements:

- First mass production of vehicle IVI products DSP base Radio (SDR)
- Localization of Clusters and HUDs for Korean OEM
- Development of holography based AR-HUD and transparent display (in progress)