



1st International Haptique Forum  
29th – 30th October 2013, Besançon, France

# haptiqu

# haptiquehaptique

Actions improving the quality and securing the way quality is perceived with lasting effect extend throughout the genesis of a product.

Perceived quality is a feeling in the customer whether and to what degree a product confirms his expectations. Our speakers will present and discuss new findings and product innovations in this thrilling field.

The 1st International Haptique Forum will be a place for discussions with speakers and participants, dialogues with peers in the industry and provide place and time for the exchange of views in a stylish ambience.

We look forward to your registration.

#### VENUE

École Nationale Supérieure  
de Mécanique et des  
Microtechniques  
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25030 Besançon Cedex  
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#### ORGANIZER

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#### FEE

350,00 € + Tax  
(Industry delegates)  
250,00 € + Tax  
(Academic delegates)  
50,00 € + Tax  
(Students without dinner  
on tuesday)

#### EXHIBITOR

880,00 € + Tax  
1 free delegate

#### REGISTRATION AND FURTHER DETAILS

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## 1. International Haptique Forum

29th – 30th October 2013, Besançon  
with accompanying exhibition

#### FEMTO-ST

École Nationale Supérieure  
de Mécanique et des  
Microtechniques  
26, rue de L'Épitaphe  
Besançon

## Discover the opportunities touch haptics offers to you!!

Haptic impressions are extremely important – not only tactile sensations. It is important to think of the quality we want to give and the feelings we want to rouse in our customers. For example, if someone walks on a soft floor he subconsciously develops a feeling of recreation and well-being. To describe that feeling in objective terms, we need descriptors that should be correlated with the progress of physical parameters to make measurement of the perceived quality of a material by its haptic properties possible.

Satisfying the perceived haptic quality anchored in the product context is an important feature in making buying decisions.



# haptique

## New developments – Programme

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### CHAIR

#### **Guy Monteil**

Professor

École Nationale Supérieure de  
Mécanique et des Microtechniques  
FEMTO-ST, France



12.12.1956 born in Caudebec les Elbeuf, Normandy, France | 1981 Engineer from the Institute of Chemistry of Besançon | 1987 PhD in material's science at the University of Franche-Comté Besançon | 1985-2000 Research and Development engineer at PSA Peugeot Citroën | 2000 joined the ENSMM, National Engineering School of Mechanics and Microtechnics of Besançon as Professor | 2002 Head of the Laboratory of Microanalysis of Surfaces | 2011 Head of the Mechanical department of the Laboratory FEMTO-ST Besançon.

Since 2000 Research in the field of surface science focused on tribology, physic chemistry of surfaces and sensorial description through instrumentation to objectivate touch and visual haptics.

#### **Dr.-Ing. Hans-Jürgen Daams**

Ziegler-Instruments GmbH, Germany

28.01.1953 born in Cologne, Germany | 1980 diploma in physics at the Technical University of Aachen (RWTH) | 1985 Phd in mechanical engineering at the Technical University of Aachen (RwTH) | 1985-1990 sales engineer and then international sales manager for laser interferometers for machine tools calibration | 1990 change to Ziegler-Instruments as international sales manager for vibration and sound equipment | 1995 managing director and CEO of Ziegler-Instruments based on a management buyout.

ZINS is specialized in the touch haptics of materials and the bite haptics of food. **Haptic perception** is the term used to denote the active feeling of materials. These are materials which we feel with our hands or food we bite. Haptic is a part of the wider area of **perceived quality**. The **perceived quality** is influenced by all senses we have.



Preliminary agenda for the Haptique Forum  
Opening by Guy Monteil

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### Tuesday, 29th October 2013

09:15h

Conference Opening  
(Bernard Cretin, Director ENSMM/  
Guy Monteil, FEMTO-ST)

#### **Session 1 (09:30h – 12:00h)** **Touch haptics metrology**

09:30h – 10:00h

Sensorial comparison of touch feelings  
using the “Touch feel”-Box correlation  
with instruments results  
(Setha Mith, ExpertiSens, France)

10:00h

Coffee break

11:00h – 11:30h

Metrology instrumentation for objective  
measurement of touch haptic quality  
(Dr. H. J. Daams, ZINS, Germany)

11:30h – 12:00h

Measurement of touch feelings for textiles  
(Marie-Ange Bueno, ENSISA, Mulhouse,  
France)

12:00h – 14:00h

Lunch, networking

#### **Session 2 (14:00h – 15:30h)** **Materials touch haptics**

14:00h – 14:30h

Development of a method for correlating  
human and sensorial evaluation of leather  
and artificial leather in automotive interior  
(Dr. Andrea Stoll, Filk, Germany)

14:30h – 15:00h

Plastic materials, process and qualification for  
particular touch feelings  
(Sébastien Moussard, Gilles Gauthier, Materiautech,  
Roberto Vargiolu ECL, Lyon, France)

15:00h – 15:30h

Special requirements of laminated leather  
and letherette  
(Josef Schmitt, BMW, Germany)

15:30h

Coffee, networking, remarks

#### **Session 3 (16:30h – 17:00h)** **Sensorial design**

16:30h – 17:00h

Materials and human perception  
(Jenny Faucheu, EMSE, Saint-Etienne, France)

### Wednesday, 30th October 2013

09:00h Summery

#### **Session 4 (9:15h – 11:45h)** **Sensorial design in product perceptions**

09:15h – 09:45h

Designing and measuring the vehicle cockpit  
quality perception  
(Cristina Randazzo, CRF, Italy)

09:45h – 10:15h

Improvement of touch-sensorial comfort  
of vehicle-interior materials  
(Dr. Andrea Stoll, Filk, Germany)

10:15h

Coffee break

11:15h – 11:45h

Measurement of the aspect of luxury goods  
(Christophe Dufresne, Optec Industries, France)

#### **Session 5 (11:45h – 12:30h)** **Future of sensorial design and metrology**

11:45h – 12:15h

Future electronic generation of tactile stimulators  
(Frédéric Giraud, University Lille1, Lille, France)

12:15h

Closing remarks  
(Guy Monteil)

12:30h

Lunch, networking

Subject to alterations  
Lecture language: english