

Exhibition and Research Presentation Automotive Testing Expo North America 2024.

We are pleased to announce that we will be exhibiting at the booth. Additionally, this year we will be holding a presentation by our sound quality expert on recent NVH development. We look forward to seeing you there.

[Visit the Website](#)



◆Exhibitions◆

Date : Tuesday, October 22 - Thursday, October 24, 2024, 9 am to 5 pm

Venue : The Suburban Collection Showplace, Novi, Michigan (USA)

Booth No. : [14028](#)

Exhibit Products : Sound Power Level Measurement System,
Laser Doppler Vibrometer, , Sound Level Meter,
Laser Doppler Surface Velocity Meter, etc.,

◆Research Presentation◆

Date : Tuesday, October 22, afternoon

Title :

"Introduction of sound quality analysis and fluctuation sound analysis to improve ride and comfort in contemporary vehicles."

Overview :

Many of the sounds and noises in passenger cabins have been a target of NVH and BSR analysis in automotive industry for many years. For example, engine sound, booming noise, and road noise had been targeted in vehicles with internal combustion engines.

With a new wave of electrification in the automotive industry, engine sound and booming noise disappeared. The shift towards EV has put focus on road noise becomes noticeable. Additionally, EV-specific noise such as inverter noise or motor electromagnetic noise are sources of new, undesired noises. Therefore, the measurement target of NVH analysis need to change meet the new challenges.

In this presentation, we will introduce sound quality analysis and fluctuation sound analysis to quantify and improve ride and sound comfort of contemporary vehicles.

— Presenter —



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