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GM Researcher Thomas Seder Driven by Scientific Curiosity

HMI lab leader explores the intersection of technology and human perception

WARREN, Mich. – As General Motors' Human Machine Interface Lab group manager, Thomas Seder keeps a laser-like focus on how people interact with technology, with the aim of developing user-friendly ways to organize and display information in vehicles.

Since joining GM in 2006, Seder has worked on the Cadillac CUE interface and Chevrolet Volt, as well as head-up displays and systems that enable semi-autonomous vehicle operation. Before working at GM, he developed a variety of display system designs and associated manufacturing technologies that enabled the use of LCD screens in Boeing planes.

"I enjoy the multi-disciplinary nature of HMI development," said Seder. "It allows me to participate in the evolution of many exciting horizon technologies, while exploring my interest in neuroscience and finding solutions for age-related visual and cognitive decline."

Key areas of Seder's research organization include development and testing of display technologies and other vehicle cockpit systems that reflect real world driver behavior and performance needs as well as safety requirements. Seder's team also is working to better understand and accommodate the needs of passengers, including rear seat passengers.

In addition to holding a PhD in Physical Chemistry from Northwestern University, Seder has an MBA from the University of Iowa. He began his career at the Rockwell Science Center where he developed high energy density materials for use as propellants and chemical laser fuels. From there, he transferred to Rockwell Collins to lead organizations in the development of avionics HMI and display technologies. Later, Seder joined Guardian Industries Science Center, where he led the development of thin film optics technologies and products.

General Motors

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM's brands include Chevrolet and Cadillac, as well as Baojun, Buick, GMC, Holden, Isuzu, Jiefang, Opel, Vauxhall and Wuling. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

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