



Technology with Vision

HELLA press event

Agritechnica, Hanover 2017

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Stefan Maierhofer



HELLA – Partner to the automotive industry and the automotive parts aftermarket

FACTS & FIGURES

- **Global**, family-owned **company**, listed on the stock exchange with **over 125 locations in more than 35 countries**
- **Sales of €6.6 bn.** FY 2016-2017
- More than **38,000 employees** worldwide, thereof **7,000 in Research & Development**
- One of the **top 40 automotive suppliers in the world** and **one of the 100 largest German industrial companies**

SEGMENT

PRODUCT EXAMPLES

1	Automotive Lighting Sales: ~2,8 bn. Euro	 <i>Full-LED Headlamp</i>	 <i>Glarefree Highbeam</i>
	Automotive Electronics Sales: ~2,2 bn. Euro	 <i>Energy Management</i>	 <i>Accelerator Pedal Sensors</i>
2	Aftermarket Sales: ~1,2 bn. Euro	 <i>Parts, Tools & Services</i>	 <i>Wholesale</i>
3	Special Applications Sales: ~0,4 bn. Euro	 <i>Headlamps for special vehicles</i>	 <i>Lighting for ships</i>

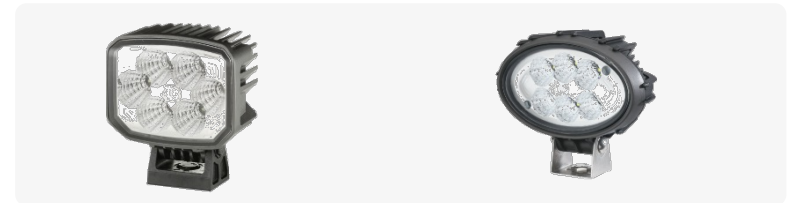
HELLA worklights

compact series

- Innovative Thermo Pro Housing
- Thermal conductive plastics

Benefits

- More resistance against water & salt
- Corrosion-free
- Increased reliability
- Weight reduction



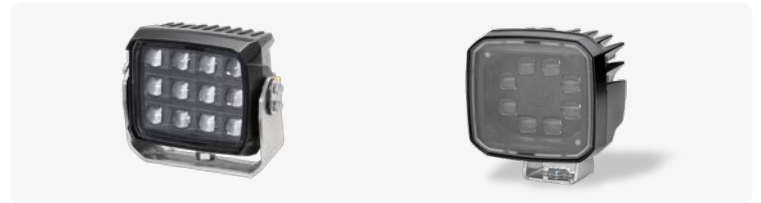
HELLA worklights

ZEROGLARE Technologie

- Onroad safety for the Off-Highway industry

Benefits

- More safety
- More comfort
- Glare free lighting
- Operator fatigue avoidance



HELLA SHAPELINE

Design your light



HELLA Shapeline

LED Modules

LED modules

- Direction indicators
- Position lights
- Reflex reflectors
- Side marker lamps
- Clearance lamps
- Rear fog lamps
- Reversing lights
- Tail stop lights
- Tail stop direction indicators



HELLA Shapeline

Online configuration tool

HELLA Shapeline online configuration tool

With a few clicks, designers and developers can design their completely individualized lights for the front, side and rear end of your vehicle – and see the results convincingly applied to a car outline straight away.

www.hella.com/shapeline



CAB Concept Cluster

World premiere of the Smart CAB



CAB Concept Cluster

World premiere of the Smart CAB

**AGRI
TECHNICA** ^{DIG}
THE WORLD'S NO. 1

**SMART
CAB**

VISIT US IN HALL 17 | BOOTH D53
12-18 NOV 2017 | HANOVER | GERMANY



CAB Concept Cluster

The Cluster



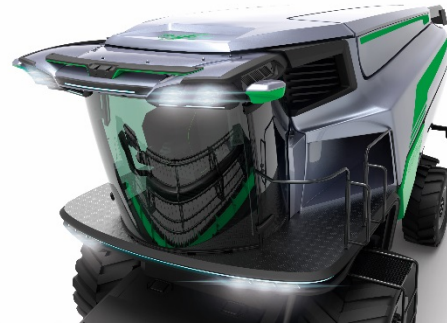
CAB Concept Cluster

The Projects



- World premiere: bauma 2016
- Concept CAB for construction machinery
- Winner of several awards

Success built on cooperation



- World premiere: Agritechnica 2017
- Concept CAB for agricultural machinery
- CCC booth at Agritechnica

CAB Concept Cluster

HELLA's contribution

- Smart Matrix worklights
- Styling light
- VISIOTECH Projection light
- Interactive interior lighting
- Washing system for sensors
- Drone lighting



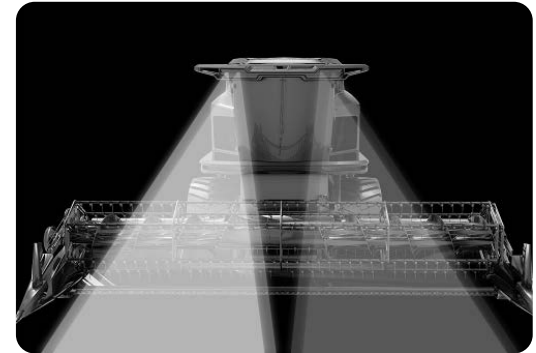
CAB Concept Cluster

HELLA's contribution

Smart Matrix Worklights

Avoidance of glare

- Automatic dimming of individual segments of the worklight which are glaring or not required
- Controlled by
Light Reference Sensor
Eye Tracking or
Object recognition
- In combination with **ZEROGLARE** Technology



CAB Concept Cluster

HELLA's contribution

HELLA Styling light

- Brand awareness
- Design
- Customization



CAB Concept Cluster

HELLA's contribution

HELLA interior light concept

- Glare free interior lighting
- Multifunctional combined functions :
 - Reading / Ambient Lighting
 - Optical collision warning



Close object recognition



Collision warning



Optical collision warning
from Ultrasonic sensors

CAB Concept Cluster

HELLA's contribution

HELLA VISIOTECH Projection light

- Communication by using light
- Projects warning signals onto the ground to visually warn or alert other vehicles or passersby
- Mark certain work areas
- Luminous intensity for optimal employment in daylight conditions



HELLA VISIOTECH

Communication by using light

Our vision:

Increasing the workplace safety and the operators comfort

Technical information:

- Perfect view even under daylight conditions
- Other symbols / working area warning projections possible



Application examples



Technology with Vision

Thank you for your time

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