

Pressemitteilung

Press Release

Driving Simulators – a new field of application for HoloPro™

IAA in Frankfurt shows first „real holo“ driving simulator

The 61st International Automobile Exhibition in Frankfurt displayed a multitude of innovations, and not only in the field of automobile construction. As always, the exhibitors used the latest developments in media and presentation technology to put their innovations in the frame. There was one very special highlight to be seen at the stand of TRW Automotive. While some of the manufacturers at the IAA presented their driving simulators on screen, the suppliers TRW presented two very realistic simulations using special HoloPro™ screens. These specially designed HoloPro™ screens showed the simulated route view on the windscreen of the stylishly presented cars. This meant that the realistic view was guaranteed both from inside and outside the car.

A new field of application for HoloPro™: Simulators

The special characteristics of HoloPro™ screens make them interesting for use in simulators. The user does not have to sit in a dark cubicle: instead, he can experience the technology in a very realistic environment. "This opens up totally new possibilities in the field of simulation technology for cars or planes, and also paves the way for exciting new game possibilities", says Martin Kischkoweit-Lopin, CEO of Pronova GmbH, watching with enthusiasm the simulators, which were developed together with the trade fair constructors, MDC. There were also, he added, possible applications for car construction.

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The head-up display, already standard in BMWs, can be improved considerably. Vehicle data, infrared pictures and the like can be presented on the windscreen with high visibility. "These are totally new perspectives that we've been able to present here at the IAA that could have a great influence on the car of the future."



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