



### **HELLA wins two OttoCar awards for "The Art of Light" film**

**OttoCar in silver in the categories "Product films: Suppliers" and "Research & Development, Environmental Protection, CSR"**

**Lippstadt, October 2, 2017.** "The Art of Light" film by lighting and electronics expert HELLA was twice awarded silver at the AutoVision International Automotive Film and Multimedia Festival. It won in the categories "Product films: Suppliers" and "Research & Development, Environmental Protection, CSR". The OttoCar awards were presented on September 14, 2017, in the context of the IAA.

AutoVision is an international festival for industry films, commercials, websites and interactive applications in the automotive industry. The competition is an initiative of Filmservice International and is supported by the German Association of the Automotive Industry (VDA). The coveted OttoCar awards are presented every other year.

In its film "The Art of Light", HELLA introduces its Liquid Crystal HD technology for headlamps. For the first time, the automotive supplier has integrated a Liquid Crystal Display (LCD) in an LED headlamp in the context of a research project. The great resolution and sharpness of detail enable highly complex lighting functions, such as fading out or dimming individual segments as well as the projection of protective zones. "These functions will also be relevant for autonomous driving", says Kamislav Fadel, Member of the Executive Board Business Division Lighting. He accepted the award on behalf of the company.

HELLA plans to serialize the LCD headlamp. The prototype could already be seen at the IAA 2017. It projects up to 30,000 pixels onto the road. HELLA intends to gradually expand the number of pixels to approximately 50,000.

**Please note:**

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**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with around 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

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