



Agritechnica: HELLA presents innovations for agricultural machinery

- **Improving work safety thanks to "VISIOTECH" projection module and LED worklights**
- **Universal Rotary Actuator enables reliable position control during seed metering**
- **World premiere of Smart CAB concept cab**
- **Configure individual light signatures for agricultural machinery with Shapeline**

Lippstadt, November 10, 2017. Lighting and electronics expert HELLA is unveiling innovative solutions for agricultural machinery and agricultural trade at Agritechnica, the world's largest international exhibition for agricultural engineering taking place in Hanover, Germany, from November 12 to 18, 2017 (Hall 17, Stand B35). With its more than 100 years of experience in automotive original equipment, HELLA is continually advancing developments in lighting technology for agricultural machinery while promoting customized, customer-specific solutions and LED technology. At the trade fair, the company will therefore present new worklights, front headlamps, rear combination lamps, beacons, interior lights and signal lights, thus proving its competence as all-round provider. HELLA will also demonstrate electronics solutions. Among those is the new Universal Rotary Actuator (URA) enabling reliable and exact seed metering.

VISIOTECH improves work safety

HELLA will present the new VISIOTECH projection module as one of its highlights. Due to its luminous intensity, the module is optimally suited also during daylight use. The specially developed lens optics allow projection of warning symbols for optically warning other vehicles or passers-by or for delineating certain work areas. But it can also project customer specific logos.



Latest LED worklights increase work safety and comfort

Regarding safety, HELLA promotes new LED worklights in addition to the projection module. As of now, the top sellers Q90, Oval 100, Power Beam 1000 and Power Beam 1800 will be available also as compact versions, featuring improved electronics and Thermo Pro technology. Here, the housing consists of a thermally conductive plastic and is thus fully corrosion-resistant. HELLA worklights with **ZEROGLARE** technology create a very strong light cut-off line and direct the light directly onto the ground. This avoids blinding any oncoming traffic. And for applications with particularly strong illumination requirements, HELLA features the Ultra Beam series and the RokLUME 380.

Easily configure individual light signatures with Shapeline

Lighting technology products must prevail not just during work assignments. Modern design is increasingly important in agricultural engineering. HELLA has therefore developed the modular lighting series Shapeline. It consists of LED front, lateral and rear lamps, which can be mutually combined. The lamps are available in two designs: the Shapeline Tech design offers traditional straight forms while the Shapeline Style design line features curved and dynamic shapes. This allows vehicle manufacturers to create individual and consistent designs of, both, small and large vehicle series according to the modular principle. Thanks to an online configurator, interested parties can comfortably assemble their signature lighting on their computers (www.hella.com/shapeline/).

Actuator for precise seed metering

In addition to various lighting solutions, HELLA will also present at Agritechnica highlights from its electronics portfolio. Among those is for example the Universal Rotary Actuator (URA) enabling precise and reliable position control during e.g. seed metering and seed singling as well as for the control of air inlet and outlet flaps. This is



made possible by the integrated CIPOS® (Contactless Inductive Position Sensor) technology measuring positions as high-precision absolute values. The positioning is made inductive through a contactless and therefore wear-free method and this guarantees a high measuring accuracy over lifetime. Especially the insensitivity for magnetic fields and the high temperature stability reflect the CIPOS-technology.

A look ahead: the Smart CAB

In the context of the CAB Concept Cluster, a cooperation of known and established OEM suppliers and renowned scientists in the field, HELLA will for the first time present the Smart CAB. The multi-functional cab for self-propelled vehicles such as harvesters and field sprayers is already the Cluster's second project. By experiencing the cab directly at the joint stand (Hall 17, Stand D53), visitors can find out what is possible already today and in the future. HELLA provided various lighting and electronics concepts for the cab. Together with the manufacturer, these can be implemented and adjusted upon request. The Smart CAB for example integrates HELLA Smart Matrix worklights, which in conjunction with a light reference sensor, object recognition and eye tracking, avoid possible blinding in a precise manner and therefore offer improvements regarding work safety and comfort.

Visit HELLA at Agritechnica Hall 17, Stand B35, from November 12 to 18, 2017.

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PRESS RELEASE



HELLA GmbH & Co. KGaA, 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, with sales of 6.6 billion euros in the fiscal year of 2016/2017, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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