



Eima 2018: HELLA showcases innovations for agricultural machinery in Italy

- **Smart CAB cluster project presented in Italy for the first time**
- **VISIOTECH projection technology and corrosion-free worklights for more safety and comfort**
- **New actuator for accurate seed metering and additional electronic highlights**

Lippstadt/Bologna, November 6, 2018. Lighting and electronics expert HELLA will be showcasing the Smart CAB, a multifunctional cab for self-propelled vehicles such as harvesters and field sprayers, for the first time at EIMA (hall 18, stand B9), the international trade fair for agricultural machinery taking place in the Italian city of Bologna from 7 to 11 November 2018. The cab forms part of the CAB Concept Cluster, a cooperation of well-known and established OEM suppliers as well as renowned scientists from the industry. HELLA will also be exhibiting its current portfolio of innovative lighting and electronics solutions for agricultural machinery at its fair stand.

For years, HELLA has been consistently transferring its many years of OEM expertise to the agricultural machinery sector. For example, the company has integrated various lighting and electronics concepts into the Smart CAB. At EIMA, interested visitors will be able to experience the cab first hand to see what is possible today and in the future. For example, the Smart CAB is equipped with Matrix LED worklights which, in conjunction with a light reference sensor, object recognition and eye tracking, specifically prevent possible glare and thus improve occupational safety and comfort. If desired, the various functions can be implemented and adapted together with the manufacturer.

Individual lighting design with Shapeline

In addition to innovative concepts and customer-specific solutions, HELLA will be showing the Shapeline modular luminaire series at the trade fair, which enables manufacturers of any small or large vehicle series to create an individual and consistent



appearance. Shapeline is also available in two different design lines: the classic straight-line "Tech Design" or the curved, dynamic "Style Design". Tail lights, brake lights, direction indicators and position lights are thus available in many different designs that can be mutually combined.

VISIOTECH projection technology enables communication with light

Increasing safety for drivers and other road users is a top priority for many manufacturers of commercial vehicles. For this purpose, HELLA is presenting VISIOTECH projection technology, enabling communication with light to thus visually warn other vehicles and pedestrians or delimit certain work areas.

The company will also be showing worklights from the so-called compact series that have been completely protected against corrosion by their innovative plastic housing. This prevents worklight failures and leads to more safety. Product examples include Power Beam 1800 LED compact and Power Beam 1000 LED compact.

Beacons also ensure greater safety. In this context, HELLA focuses on RotaLED compact. A special feature of the beacon is its flashing or rotating signal, generated without moving parts by the maintenance-free LEDs.

New actuator for accurate seed metering

HELLA develops customer-specific, high-quality electronics components for agricultural and construction machinery to offer a wide range of electronic components that meet the more stringent requirements of commercial vehicles. A new feature HELLA will be presenting at the exhibition is an actuator for accurate seed metering, the Universal Rotary Actuator (URA). This component enables accurate and reliable position control, for example for seed metering and separation as well as to control supply and exhaust air flaps. At the trade fair stand, the entire HELLA electronics portfolio for agricultural machinery can also be experienced in 3D. This is made possible by an interactive 3D representation in a so-called holobox. Interested visitors can view products, such as

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accelerator pedal sensors, turning angle and rain light sensors as well as actuators in 3D, access relevant information and play videos.

Visit HELLA at EIMA between 7 and 11 November 2018 in hall 18 at stand B9.

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