



## "Light Design": HELLA offers integrated solution for complex lighting systems

- **Upon request, customers can receive all components for complex lighting systems on a modular basis**
- **Front lighting functions can be simulated on the PC with the software ALiSiA**
- **With the tool GAIN, users can create individual lighting animations**

**Lippstadt, June 26, 2019.** With its new approach "Light Design", lighting and electronics specialist HELLA is the first supplier to offer a complete system for complex lighting systems. The two HELLA business divisions Lighting and Electronics are working closely together and combining their product technologies into a flexible, modular product system. All components, from headlight modules to electric control units and sensors, can be assembled according to the modular principle. HELLA also supports the specification of interfaces between the individual components and the development of the optimum light for the driver. In addition, automobile manufacturers receive innovative software solutions for simulating lighting functions (ALiSiA) or designing animations (GAIN). The offers under "Light Design" are aimed at automotive market trends such as increasing vehicle customization and autonomous driving. Manufacturers benefit by being able to easily configure complex lighting systems and reduce their integration costs.

The innovation cycles in the automotive industry are becoming ever shorter, while lighting systems become more complex all the time. More and more manufacturers are therefore in search of a complete system that can be easily integrated and adapted to meet individual requirements. Thanks to its broad system competency in lighting and electronics systems, HELLA can meet these requirements. When purchasing a modular product, customers will have access to the software tools "ALiSiA" (Advanced Lighting Simulation Architecture) and GAIN (Graphical Animation Interpreter), depending on the application.

## PRESS RELEASE



ALiSiA enables them to test the dynamic behavior of new front light functions on the PC, and to make individual adjustments. The software allows the direct influence of individual components on the overall light output to be felt and properly experienced – even before the complete system is implemented in the vehicle. Products from other manufacturers can be easily integrated via change packages.

The HELLA "GAIN" (Graphical Animation Interpreter) software makes it possible for automobile manufacturers to easily design the light animation themselves – starting with functions such as the wiping turn indicator, through individual choreographies for headlamps, lighting for radiator grills, rear combination lamps and interior lighting, right up to animations for autonomous driving functions. The animations designed in this way can be transferred to the embedded product just by pushing a button. This saves both time and costs in development.

**Please note:**

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**HELLA GmbH & Co. KGaA, Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with more than 40,000 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 more than 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of € 7.1 billion in the fiscal year of 2017/2018, 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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