

## Presseinformation

### PREH GROUP AT IAA COMMERCIAL VEHICLES 2016

"Drive - Work - Live": HMI System Solutions with Active Haptic Feedback in the Truck Cockpit

Bad Neustadt a. d. Saale/Hanover. At IAA Commercial Vehicles 2016 in Hanover the Preh Group presents solutions to convey modern Human Machine Interface Systems (HMI) from the car segment to the truck cockpit, true to the motto "Drive - Work - Live". Preh highlights in Hall 16 (Booth A40) include, for example, a utility vehicle steering wheel study with multi-function switches and a central input controller for the central console. By means of scalable actuator technology, both studies permit an active haptic feedback and a uniform haptics of touchpads, turn-press actuators and multifunction switches.

Adjusted to the rougher utility vehicle environment, Preh HMI solutions provide an operating comfort otherwise only known from modern cars. In addition to the commercial vehicles innovation studies, Preh also presents car products with this technology in Hanover, which are already in serial production. They include, for example, the current multimedia interface (MMI) "all-in-touch" from the Audi Q7 and the new Touch Control Buttons in the steering wheel of the Mercedes-Benz E-class.

Michael Jendis, Director of the Commercial Vehicle HMI Division of Preh GmbH says: "While entire 'switch agglomerations' are still often present in utility vehicles today, smartphone functions have already revolutionized operations in the car segment. In Hanover, we show solutions that replace classic switches by alternative touch applications in the cockpit of utility vehicles, without impairing safety."

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To avoid a protracted shift of vision to a touchscreen or touchpad while in traffic, the HMI specialist Preh has developed a scalable actuator technology which permits haptic feedback. This means that the perceptible feedback can be designed variably by electronic activations. Different from conventional smartphones or touchscreens, the driver thereby receives a similar feedback as when actuating a conventional button.

Another special leap of innovation is provided by the Touch Control Buttons in the multifunctional steering wheel switches of the new E-class of Mercedes-Benz. This new

feature permits control of all function contents of the combination instrument and central display. The driver can thereby keep both hands firmly on the steering wheel of his truck and still have the selection of all functions safely at his fingertips. In the solution for the E-class one Touch Control Button respectively is integrated in the two multifunctional steering wheel switches. These buttons are touch-sensitive and react with precision to the horizontal and vertical wipe movements of the finger.

Also well positioned for system integration, connectivity and telematics

Preh Manager Jedis regards the trend towards stronger system integration in the utility vehicle segment as a big opportunity for the Preh Group: "Preh is very well placed for interface-transcending system approaches. With our sister company Preh Car Connect – the former TechniSat Automotive – we can fulfill all requirements for connectivity and telematics. Thereby we go far beyond the theme of operation and offer solutions for the processing of data and the computer architecture in the utility vehicle."

In Hanover the Preh Group therefore provides a vision of the driver cabin of tomorrow which will more and more become a mobile office and comfortable living room. According to the Preh fair motto "Drive-Work-Live", the Preh Group is combining HMI functionalities such as touch operation and modern display presentation with the know-how of Preh Car Connect in the field of connectivity and computer architecture.