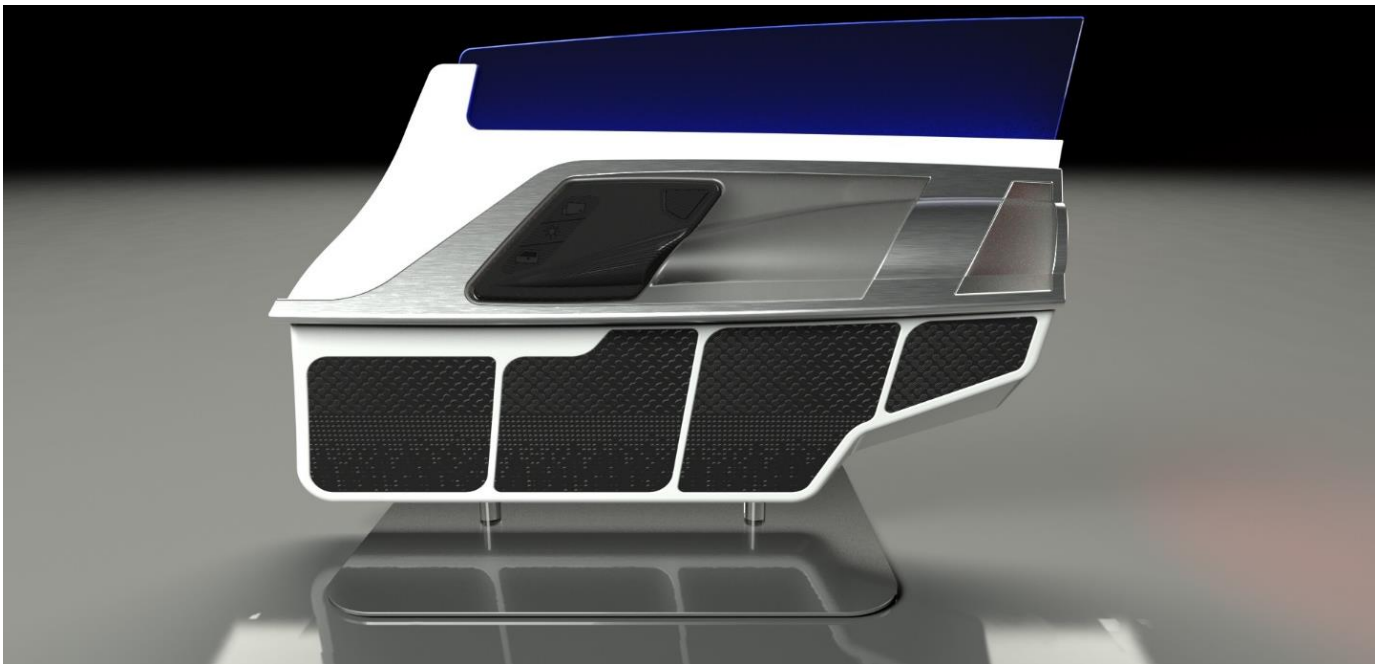


## PRESS RELEASE

No. 6 | page 1  
10th October 2022

Smart PURlight - A value promise for the automotive interior of tomorrow



*Intelligent combination of smart operation and ambient surface lighting*

**Kronach-Neuses/Wolfsburg.** Design meets technology: The Smart PURlight door demonstrator redefines the standards of combined functionality and future-oriented design. Together with the company ascorium, the Dr. Schneider Unternehmensgruppe is fulfilling a previously unattained value promise for the automotive operating concept of the future with this new demonstrator, which will be presented for the first time at the IZB 2022.

The smart operation of the multifunctional avant-garde island is characterised above all by its "Shy" technology, the black panel effect and its homogeneous and calm surface as well as the finger guides and graceful haptics.

The thin translucent polyurethane skin (PUR), which convinces with its seamless design in the control panel, provides a wealth of exclusivity in terms of ambient surface lighting. In addition, the seamless control surface ("rhombus") or the functions to be activated can be controlled solely by touch, sliding and toggling.

A very special feature anticipates the user's wishes in that Smart PURlight only displays symbols, functions and sensors when approached - the Black Panel technology used here adapts perfectly and precisely to the needs of the vehicle occupants.

Smart surfaces with excellent haptics and revolutionised interactivity in the vehicle interior - Smart PURlight combines the advantages of production-ready PUR technology with freedom of design and numerous possible features. The resulting new functionalities give rise to a multitude of possible use cases: for example, as a climate control panel, air vent actuation, light viewing island, door control island, door opener, function fields on the steering wheel, switch panels, warning displays and much more.

PUR technology is the pioneering key here. Different wall thicknesses of the PUR skin create either light or dark effects when illuminated. Clever surface structuring ensures that symbols and scars are displayed either raised or recessed, while at the same time very precisely maintaining their positional accuracy with respect to the switch foil or the substrate. In addition, the surface light of the day and night design can adapt perfectly to changing external conditions. This is particularly evident in the lower area of the door demonstrator. Here, the gradient design and the so-called waterfall look create an elegant ambience.

The safety highlight of the door demonstrator is the integrated blind spot assistant. Together with the light warning indicator, it guarantees an increased level of safety when the door is opened.

In cooperation with ascorium, the inventors of the Dr. Schneider group of companies have succeeded in meeting the highest demands with a combination of innovative PUR technology, convincing functionality in seamless design and a modular component concept. Through the fusion of groundbreaking technologies and timeless elegance, the full-service supplier remains true to its maxims: "Focus on Excellence".



### **Dr. Schneider Unternehmensgruppe | Short Portrait**

The Dr. Schneider Unternehmensgruppe is headquartered in the Upper Franconia region of Bavaria in the town of Kronach-Neuses. The Group has made itself a name as a specialist for first class products for automotive interiors – from innovative ventilation systems and sophisticated decorative trim panels to highly integrated trim and add-on parts, intelligent storage systems and centre consoles, as well as mechatronic and electronic components. As a flexible system coordinator and strategic business partner for our customers, Dr. Schneider is working on intelligent solutions for tomorrow's mobile world today. We produce at eight locations in Germany, China, Poland, Spain and in the USA as well as maintaining numerous distribution offices worldwide. More than 4,000 employees work for us around the globe using smart technology for a premium driving experience with a "Focus on Excellence". As a full-service supplier, our expertise and services include the latest techniques in tool design and construction to highly modern injection molding technology and advanced industrial coating technology all the way to cutting-edge assembly technology. Our customers include such prominent brands such as BMW, Daimler, Fiat Chrysler Automobiles, Ford, Jaguar/Land Rover, PSA, Renault, Toyota, Volvo as well as the the VW Group. Chairman of the Board Thomas Stadelmann and the Managing Directors Malte Mornhart and Stefan Knoll serve at the helm of this internationally successful family owned company, which was founded in 1927 by Franz Schneider Senior.

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