



Future Challenges for Digital Style DVN Workshop Shanghai April 2021

2021-04-19 & 20, Shanghai

Future Challenges for Digital Style

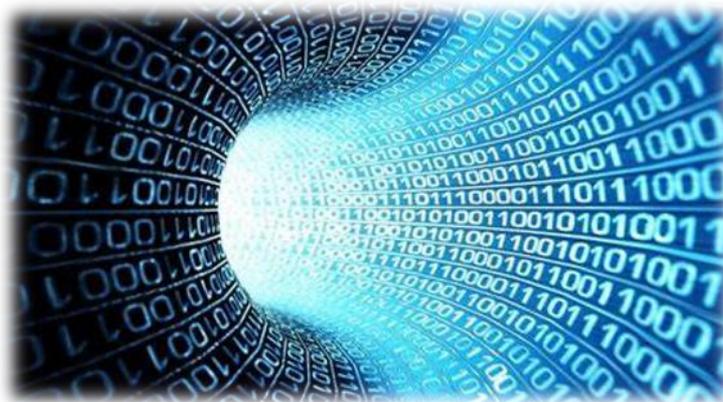
Future Challenges for Digital Style Challenges



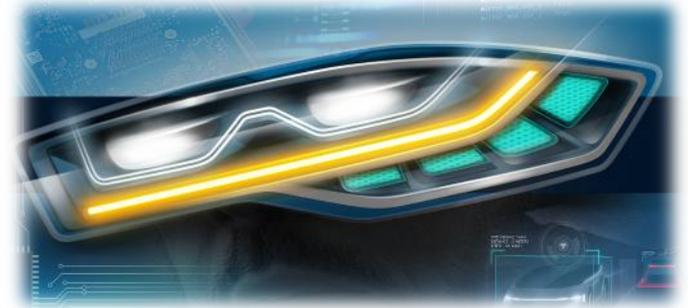
The bigger the challenge

The bigger the opportunity

Future Challenges for Digital Style Digital



Future Challenges for Digital Style Style



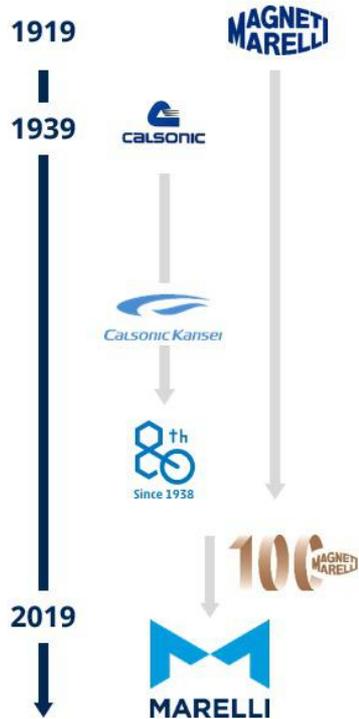
Future Challenges for Digital Style
...the remaining questions:



**What does all that mean for the automotive lighting
business?**

MARELLI – Automotive Lighting

Our new organization



MARELLI – Automotive Lighting

Our products and capabilities



PRODUCTS AND TECHNOLOGY

- HEADLAMPS
- REAR LAMPS
- LIGHTING ELECTRONICS
- SENSORS

CAPABILITIES

- World-wide footprint: we are always close to hand to our customers
- R&D driven technology leader
- Deep understanding of various brands and international markets, trends and tastes
- Innovative global expertise in premium and volume segments
- Flexible adaptation to our customers' requirements

MARELLI – Automotive Lighting

Module Portfolio for Headlamps

LOW RESOLUTION		HIGH RESOLUTION	
Basic standard LED modules	Advanced standard LED modules	microLED	h-Digi®
 LED	 LED ADB	 HD	
		<ul style="list-style-type: none"> ■ 20k pixels ■ highly defined ADB ■ basic road projections ■ personalized animations 	<ul style="list-style-type: none"> ■ 1.3 million pixels ■ ultra precise ADB ■ complex road projections ■ personalized animations
		 	 

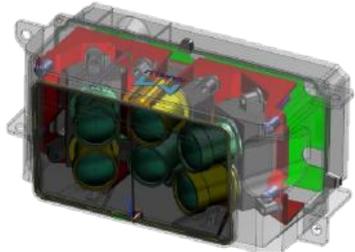
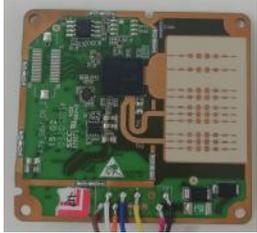
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Digital Styling Challenges for AL – High Resolution HLs



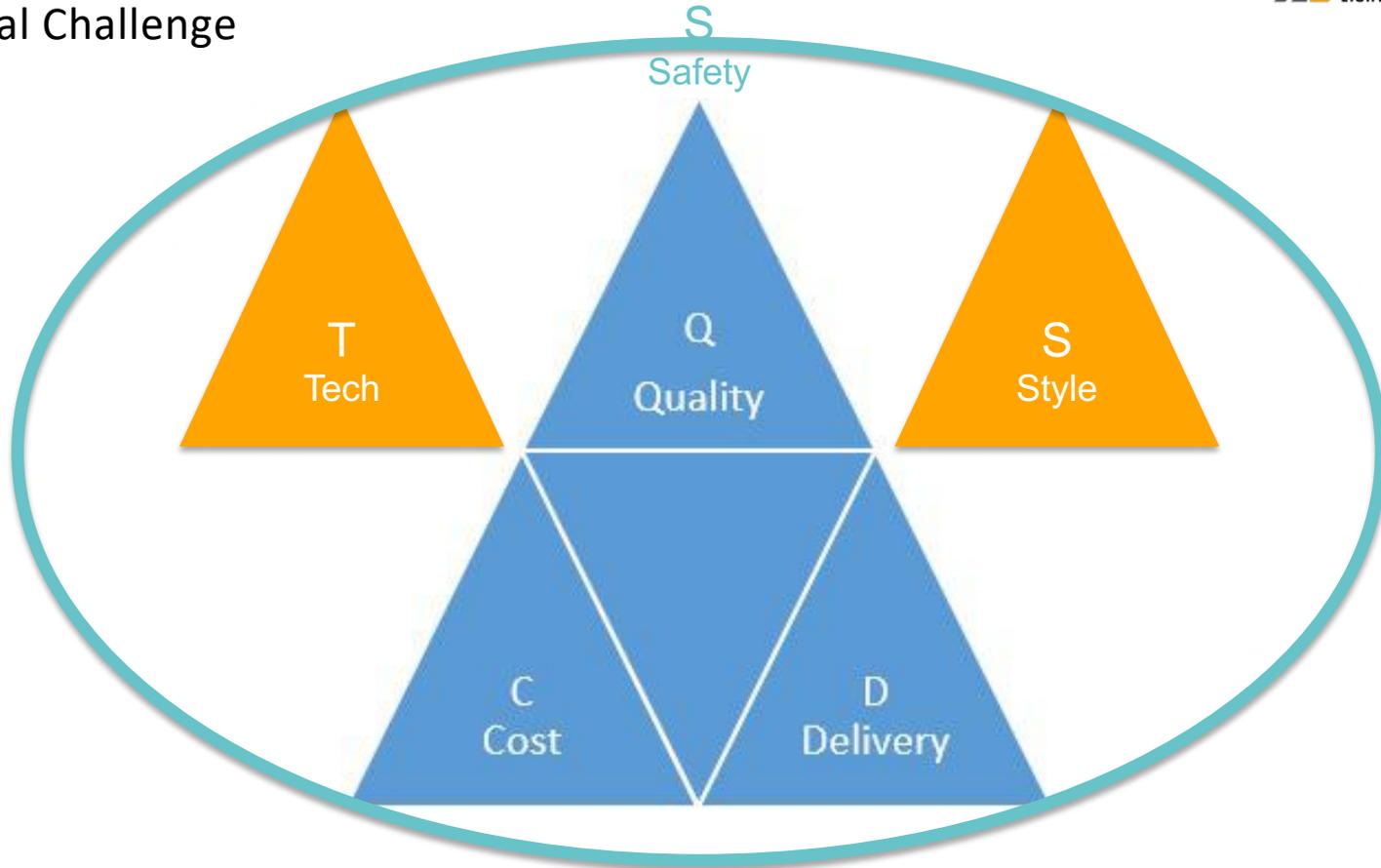
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Digital Styling Challenges for AL – Sensor Integration



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The real Challenge





Thanks!