



Zeekr Stargate

Jon Rådbrink, Head of Exterior Design
Niclas Kling, Head of PMO
Markus Quarta, Head of Technology & Innovation



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The Idea

Jon Rådbrink, Head of Exterior Design



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Zeekr Luxury Sedan





Signature Band

A strong graphical element that can work across multiple products. It is not derived from a car specific function and is therefore not limited to automotive applications.





Personalised Signatures

We had this idea that we didn't want to be recognized for having this or that signature, but instead being the brand that allows our customers to choose their own.





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Dynamic Signatures

If we can have infinite static images, we can also put them together to create motion. With the Zeekr Luxury Sedan we can now differentiate our brand with animated light signatures.





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The Grind

Niclas Kling, Head of PMO





Time

What happens when you have no time?





Time

What happens when you have no time?

Belief

How can we trust our ideas?





Time

What happens when you have no time?

Belief

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Passion

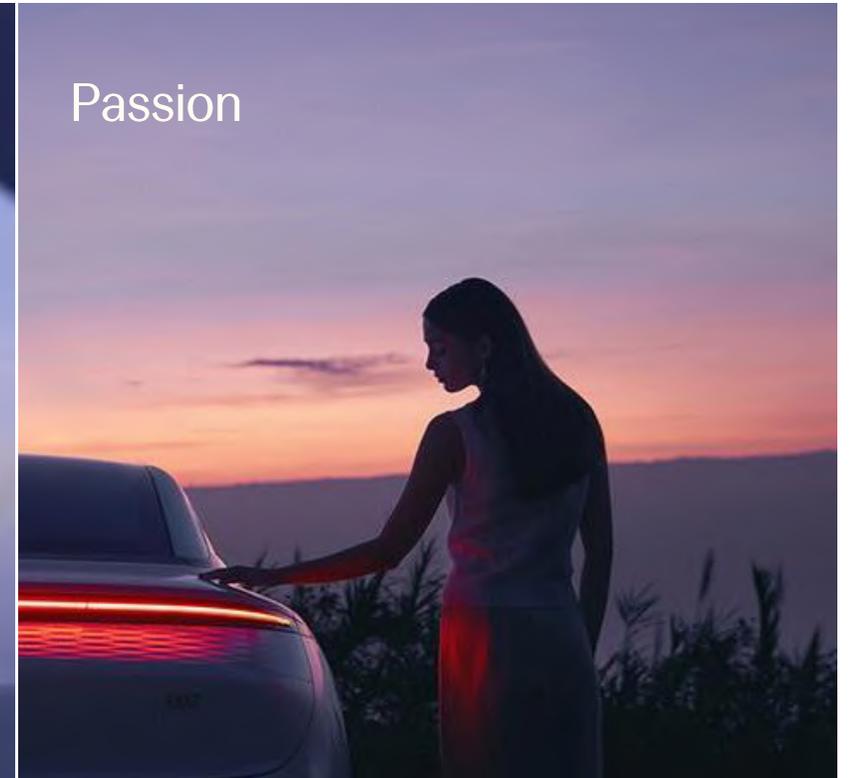
Why do we need passion?





The ingredients of success

Making sure that your team is passionate about what they are doing and that they believe in their ideas – is the key to delivering on time!





The Magic

Markus Quarta, Head of Technology & Innovation



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Zeekr Stargate

Close collaboration between Zeekr Design, Zeekr R&D and Valeo



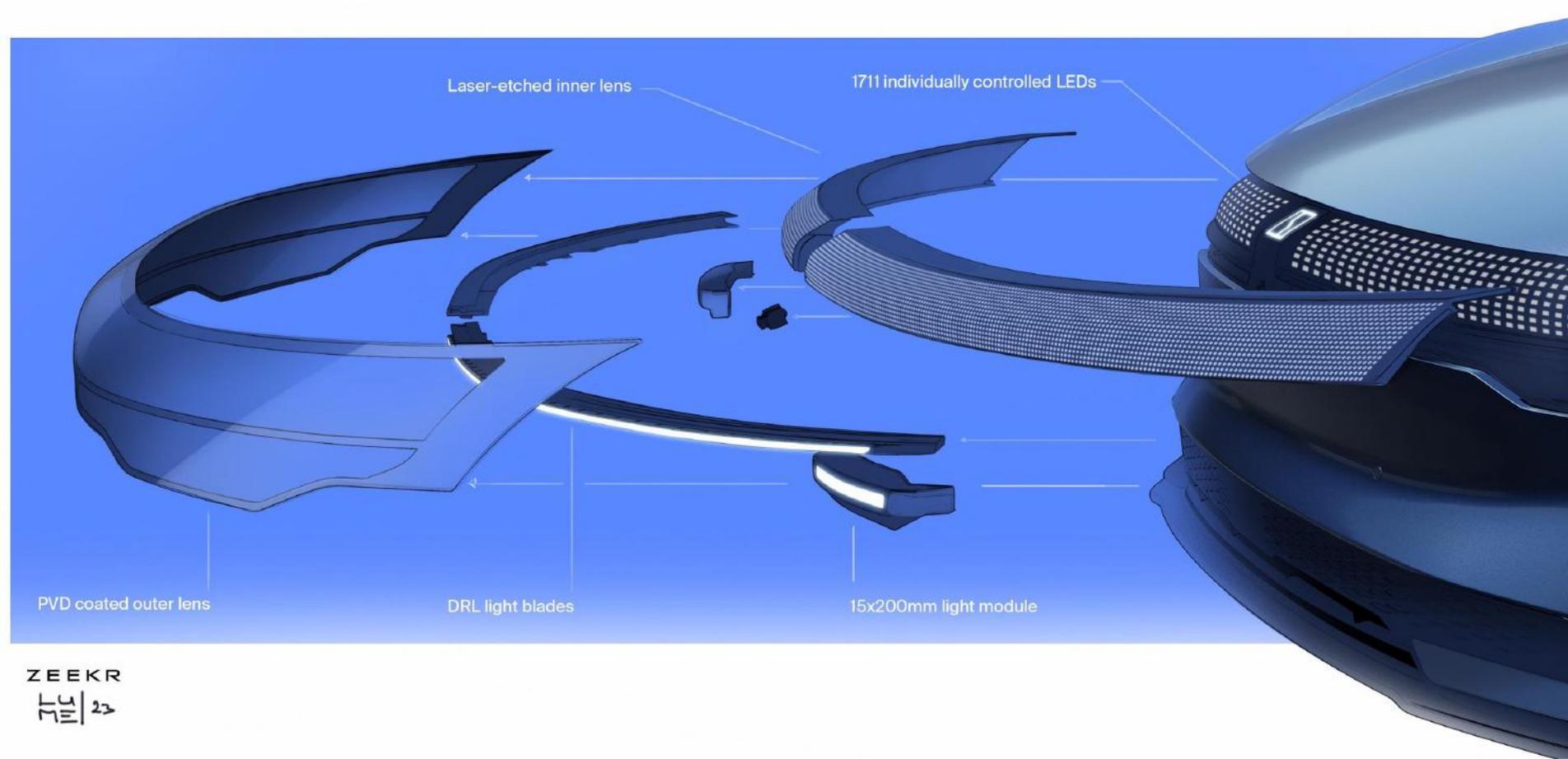


Technical information

Through advanced innovation and intelligent technologies, Zeekr breaks the the boundary between manufacturer and users.

Zeekr Stargate

LEDs	1711
Refresh rate	25 Fps
Peak brightness	10 000 Nits
Size	90" (Ultra-wide)
LED Drivers	75
Video stream	DHU (Desktop Head Unit)
Outer lens	PVD coated
Inner lens	Laser-etched





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Enabling Communication

Drivers can communicate with the world around them



* 画面所示功能仅供参考，以实际车型配置为准。

* 请注意行车安全，遵守相关法律法规。



What's next!?

- ADAS status
- Vehicle feedback
- Dynamic Signatures
- Content store
- Music modes
- Games

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