

DIGITAL PROJECTION

A Delta Associate Company

Automotive Industry Case Study





Digital Projection Laser Helps Drive Magna Steyr's First-of-its-kind Industry Production Transformation

With an annual production capacity of over 200,000 vehicles as of 2018, Magna Steyr is the largest contract manufacturer for automobiles worldwide. The Austrian automotive company has helped major car manufacturers such as Mercedes-Benz, BMW, Aston Martin, Audi and Land Rover develop some of their most iconic cars. Recognising the importance of maintaining pole position in such a fast-moving industry, Magna Steyr has recently invested in its continuing success by undergoing an Industry 4.0 digitalised production process transformation.

The result is best described as a Minority Report-style, immersive, smart meeting space positioned as the 24/7 beating heart of Magna's production environment. Situated directly on the shop floor, it uses Digital Projection's solid-state E-Vision Laser 6500 projectors to ensure the most clear, crisp and reliable display of information.



Magna Steyr's "Meeting Space" is a pioneering example of the Industry 4.0 'smart factory' where cyber-physical systems monitor physical processes and create a virtual copy of the physical world from where to make decentralised decisions. Over the Internet of Things, these cyber-physical systems communicate and cooperate with each other and with humans in real-time both internally and across organisational services.

Within the Meeting Space, the 134° curved back wall, transforms into a vast 730cm long by 200cm high projection surface. Three Digital Projection E-Vision Laser 6500 projectors combine to create a viewable surface. To the side of the projected area, two 55-inch LED displays are mounted. All visual and communication technology operating within the Meeting Space is controlled via a central 84-inch touch table, driven by a single dedicated WINGS VIOSO server platform.

The Digital Projection E-Vision Laser 6500 projection system because the model was a perfect fit, both from a budget perspective and from a technological aspect, giving the client access to an extraordinary laser technology that is powerful, maintenance-free, future-proof and long-lasting. Digital Projection's laser technology is far and away the best in this price range.

The E-Vision Laser 6500 WUXGA is compact, bright and provides colour-accurate imagery alongside 20,000 hours of stable illumination. Handling all the data and content management, the WINGS VIOSO server, positioned in close proximity, is able to transmit the WUXGA (1920 x 1200) signals to the Digital Projection projectors using high quality copper HDMI and Display Port cabling.

E-Vision Laser 6500

Key Features of the E-Vision Laser 6500

- WUXGA Resolution
- Laser illumination
- 6,500 Lumens
- 20,000 hours illumination



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