



Daimler "BlueZERO" exhibit Case Study

At NAIAS (Detroit Motorshow 2009) Daimler has unveiled a new family of CleanCars: a battery powered E-Cell, a range extended E-Cell Plus and also a F-Cell (Fuel Cell powered by Hydrogen) - as a technical exhibit.

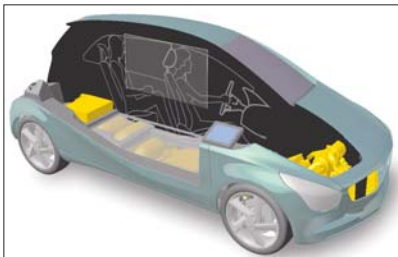
Protoscar developed this technical exhibit based on the "BlueZERO" family, which features all the most recent innovations - including AFCC Fuel Cell stack, 3 H2 tanks, front-wheel drive, optimized cooling system, etc; all integrated into Mercedes well known "B-Class" double-floor platform. The interactive exhibit consists of a real chassis, the complete fuel cell system components and half car body closed by a central wall where a 50" screen is also installed. On the screen several animations can be played. Over a dozen animations -in English and German- can be selected by the visitors using a touch screen. The animations describe the components of the fuel cell system and explain how they work. Protoscar had the overall responsibility of this project starting with the design of the exhibit itself, through the development and realization of the physical exhibit as well as for the definition and production of the animations.

The project was done in 5 months

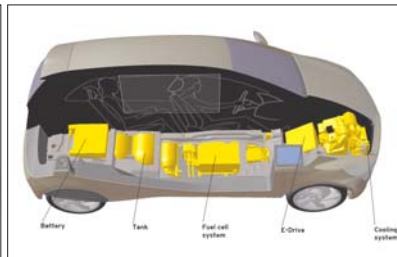
01/09

Protoscar

CLEANCAR SHAPERS



Rendering for concept presentation



BlueZERO exhibit: main components



3D modelling for manufacturing



Body construction (fiberglass)



Main components: Fuel Cell Stack detail



Interactive touch-screen interface for the language selection



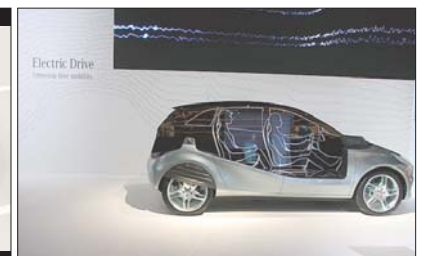
Interactive touch-screen interface for the animation selection



All the technical maintenance equipment is hidden by the half car bodyshape of the "plug-and-play" exhibit



Virtual animations, first shown at NAIAS'09 in Detroit



The Fuel Cell BlueZERO model on the NAIAS '09 Detroit Daimler booth area.