



Optiresource Car Interactive Wall Case Study

“Optiresource Car” (developed for Daimler Chrysler) is a PC-software for evaluating and optimizing car-related Well-to-Wheel paths, by selecting primary energy, process, fuel and powertrain combinations. The software database refers to the official report: “Well-to-Wheel analysis of future automotive fuels and powertrains in the European context of Concawe, EUCAR-JCR. It’s goal is to allow to order and visualize the energy chains. Two main criteria are implemented in version 1.0: energy consumption and greenhouses gas emissions. Two different interfaces have been developed: for specialized users, a menu-based desktop interface allows to select several chains, compare them and save/export the results in different units. For less-specialized users, the second interface is graphic based, and the icons can be selected for building up a single chain, which results are then compared to reference results. This graphic interface can be operated either by a PC mouse-click version on a PC, by a touch-screen interface, or even by a no-touch “Minority Report” wall, where the icons can be selected and moved by simple movements of the users’s hands, without any physical contact.

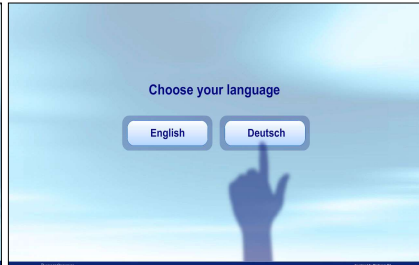
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Protoscar

3D DIGITAL SOLUTIONS



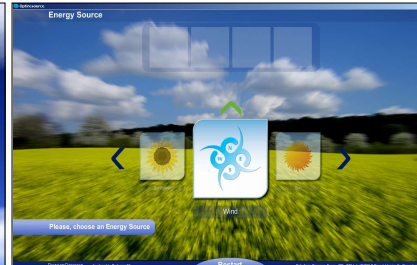
Registered logo specifically designed for the new "Optiresource Car" software



The visitor can choose the language, the software is developed in English and German



Visitors choice different paths of energy, fuels and vehicles and make a comparison



Energy source choice visualization



Results visualized following two criteria of energy consumptions and greenhouses gas emissions



Icons development for the differents energy sources and transformation process visualization (Illustrator, Photoshop)



Icons development for the different fuels and vehicles visualization (Illustrator, Photoshop)



Installation of the Optiresource Car Interactive Wall



PC software version developed for specialists. The results are a comparison of more chaines and should be saved in differents units. (Visual Studio .Net)



Example of results visualized in comparison with a conventional otto engine (black line) and the data variance (yellow/pink lines)