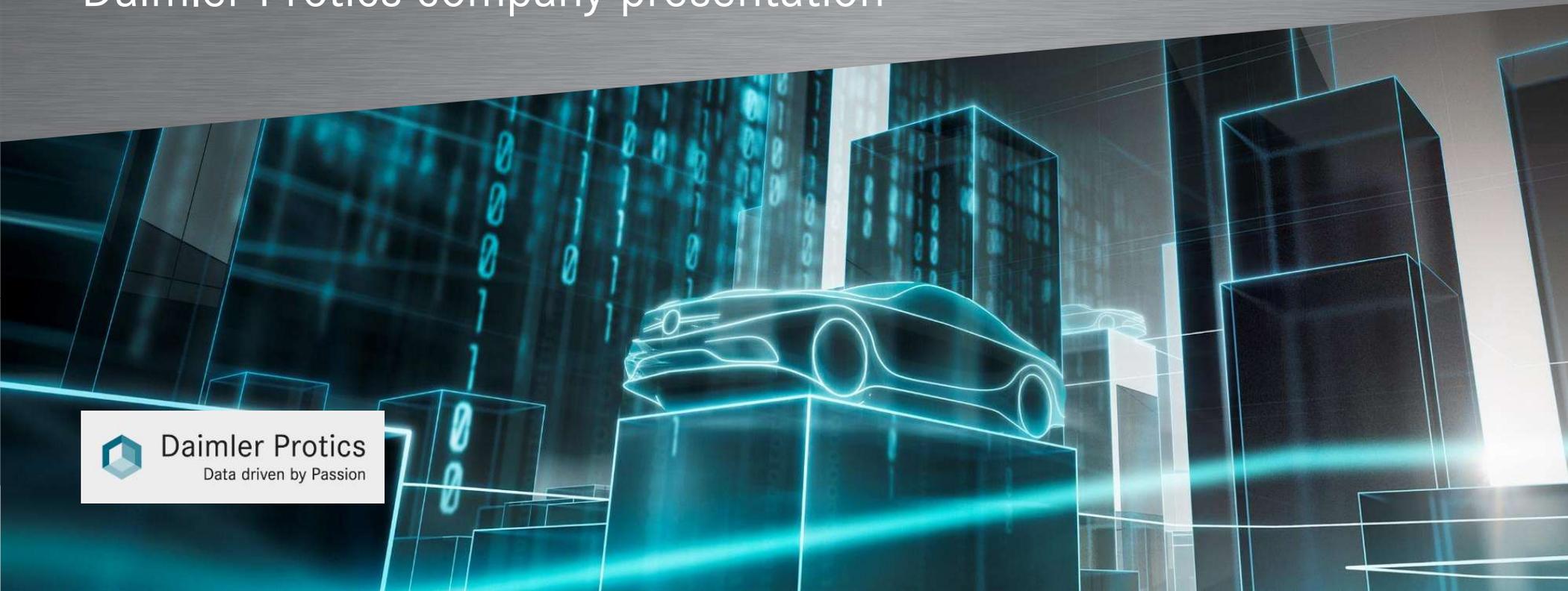


DAIMLER

Daimler Protics company presentation



Daimler Protics
Data driven by Passion



Data driven by Passion



Product Data Management in Premium Quality

Data is our DNA, our competencies are the building block.

We develop and create the most desirable solutions out of product data. As true data virtuosos and with our expertise in 3D media, AR, VR, MR as well as in processes and methods, we shape data experiences that are custom-fit, sustainable and designed to meet customer needs.

The view from the inside as part of the Daimler Group allows us to act cost-efficiently and to find the most suitable solution on a direct path for each stage of the value chain.

Content

Who we are

Strategy

Core competencies



Core competencies



Stereoscopic Display

Enabling high driver immersion through spatial perception including depth effect



Development powered by Daimler Protics

Development of 3D-Models, Animations, Textures and Shaders
Target 6 different displays sizes in 5 different resolutions

Future Development

Adoption in additional series incl. EQ
Enable Sub-Brand specific use cases (e.g. AMG Sportive Design)

Protics @ S-Class

Digitalisierung von Entwicklungsfahrzeugen anhand von:

Datensichtungen und Modulgruppen-Workshops

Berichtswesen Management, Datenkunde und Datenlieferant

Prozessgestaltung und -optimierung im digitalen Prozess

Erstellung und Monitoring von Bauteillisten



Berechtigungskonzept Anlaufversorgung Halle56

Prototypenlogistik

Engpasstracking & Reporting

Reporting Belieferungsstand Anlauf

Anlaufunterstützung Tracking AMG

Anlauf Warenkorbtracking

Änderungsmanagement Anlauffabrik

AR-Navigation Software-Entwicklung für AR-HUD sowie **AR-Video**

Realisierung aller Inhalte im neuartigen 3D-Display im Instrument-Cluster mit interaktiven **3D-Animationen** sowie Darstellungen aller Head-Up-Display-Varianten.

3D-Low-Poly-Modelle für echtzeitfähige Fahrzeugdarstellungen auf allen Anzeigesystemen (Head-Unit, 3D Instrument-Cluster, Parkman-Systeme und Navigationsanzeige)

Visualisierung von intuitiven Fahrer-Assistenz-Features

Ergonomiesimulationen für Fahrer und Passagiere

Positionsabsicherung der Kamera des MBUX-Interieur-Assistenten

Erstellung von **Visualisierungsdaten** für Marketing-/Kommunikationsmaßnahmen sowie Online-Konfigurator

Highend-Technikmotive für ATZ-Magazin

Recherche und Beschaffung von **Eingangsdaten** zur Erstellung der Betriebsanleitung

Dokumentation der Betriebsanleitung

Qualitätsmanagement (Etablierung und Sicherstellung von Qualitätsstandarts nach Automotive SPICE Vorgaben, inkl. **Auditbegleitung**)

Testing der entwickelten Features für Head-Up-Display und Head-Unit

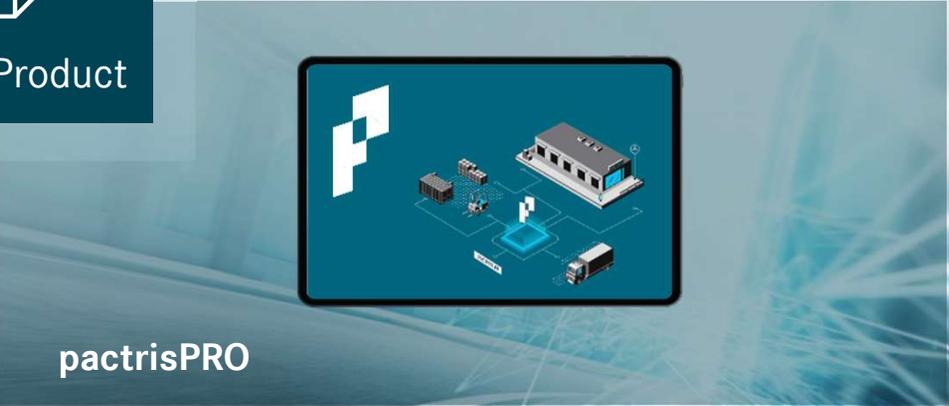
Recherche und Verfassen der Funktionsbeschreibungen für Produktion und Retail

Zentrale Preisdokumentation (Aufbau und Erstellung der zentralen Preisserverdatei)

Bereitstellung der marktspezifischen Vertriebsdaten im deutschen Markt für die Verkaufsfreigabe

Protics in S-Class

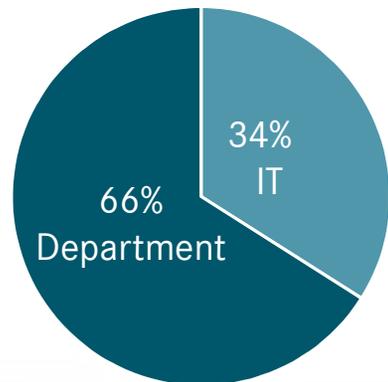
Data driven products



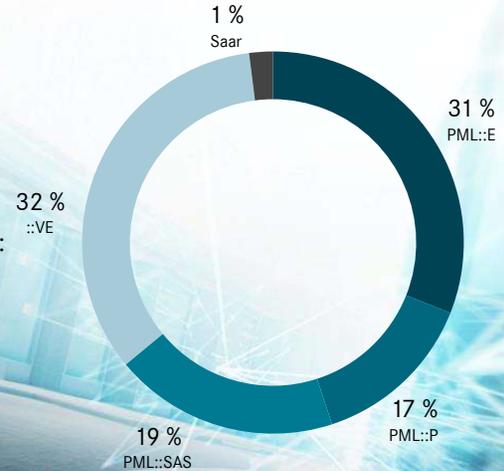
Daimler Protics: facts and figures



2019 Portfolio of Daimler Protics



Sales are distributed proportionally according to areas as follows:



Board of Management



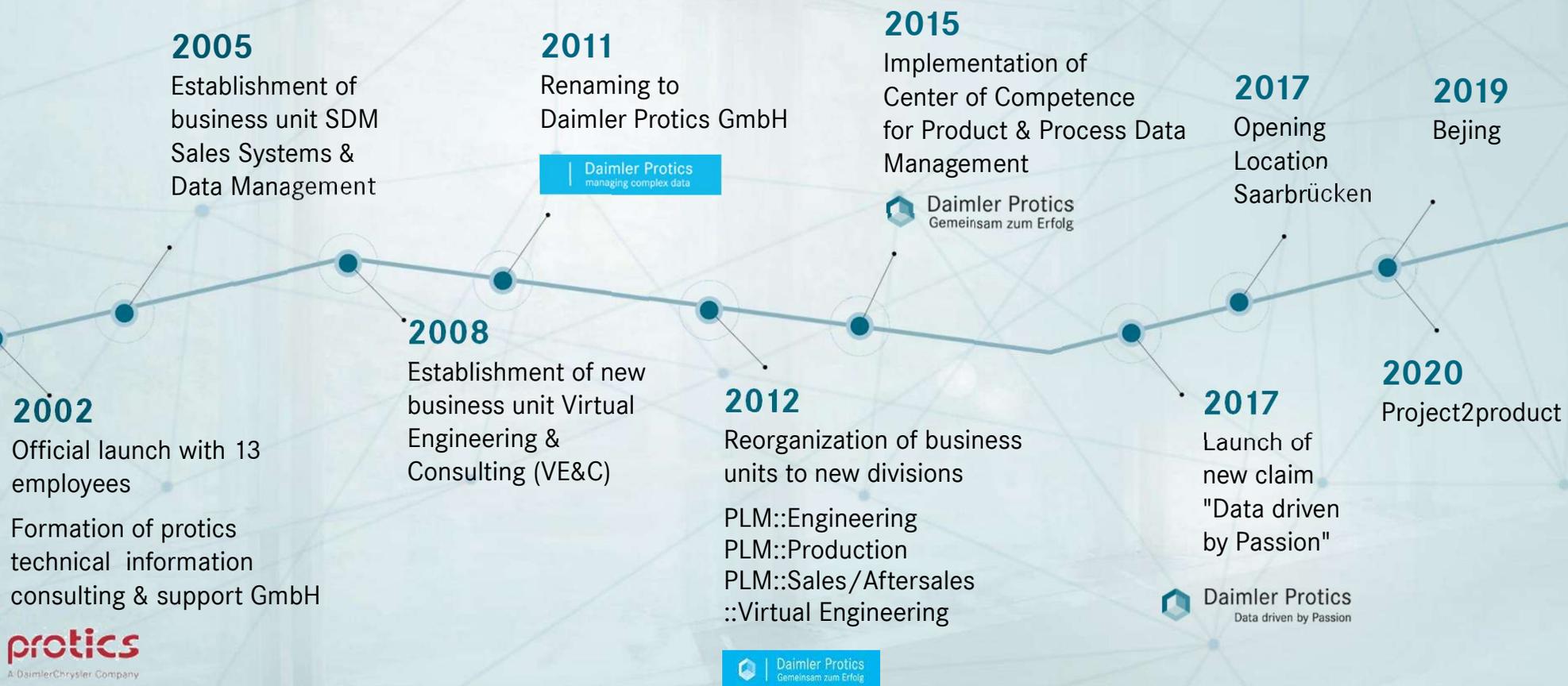
Jonas von Malottki, Chief Executive Officer (CEO)

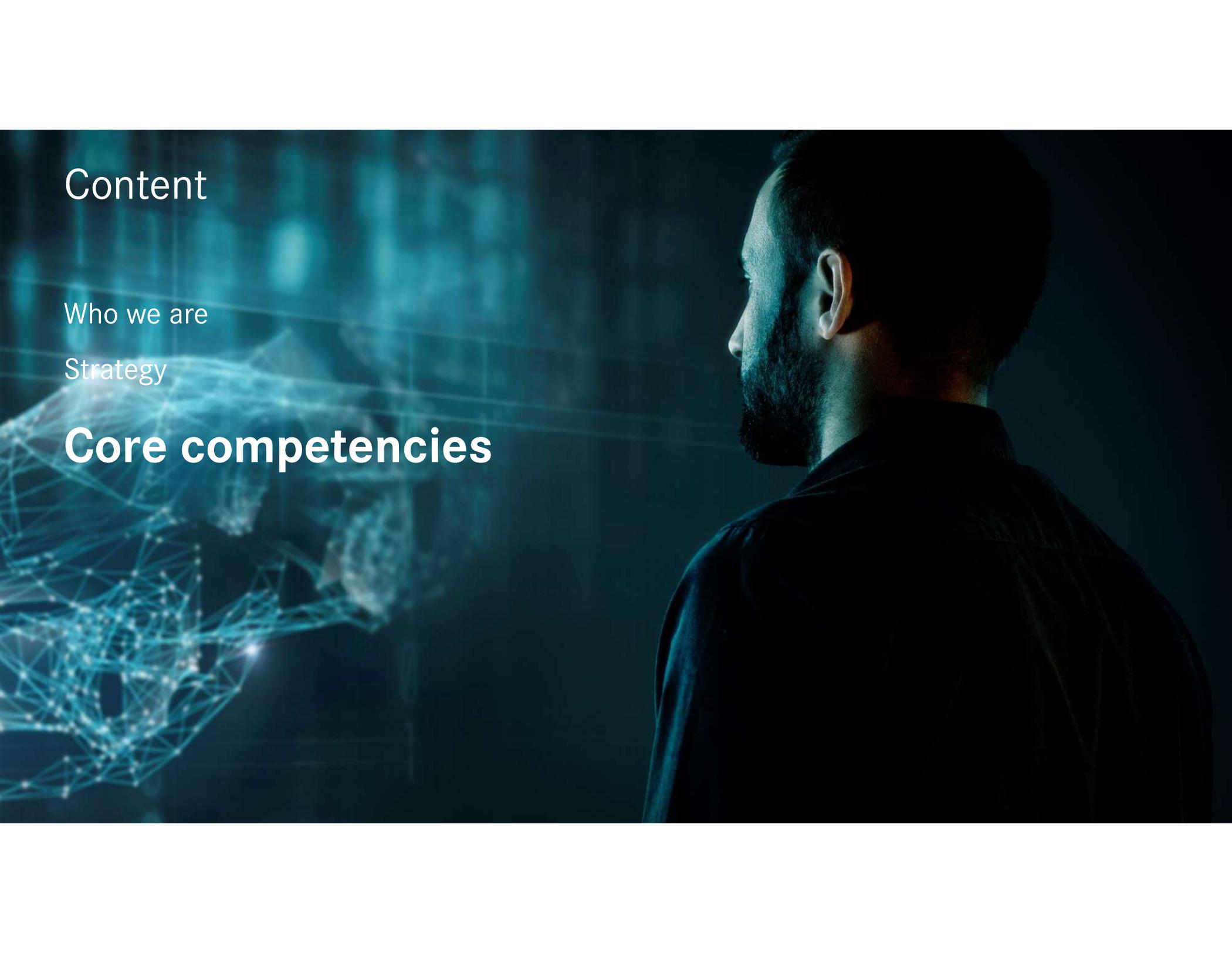
"Data is our DNA. Data, we can. With our data expertise, we create real added value for our customers. Different information can be generated from data. If they are used intelligently, an even greater benefit can be taken advantage of. I am particularly pleased when we recognize the customer's need and offer him more than we actually expected."

Antonio Del Mondo, Chief Financial Officer (CFO)

"We are Daimler Protics. We are a strong team. With almost 20 years of experience in IT data, we are the connecting element between IT and operational customer needs. Digitization and connectivity open up a universe of possibilities for us. The task will be to translate data on sometimes complex analytics models into comprehensible information and recommendations for action. This increases efficiency and effectiveness."

Our history



A man with a beard is shown in profile, looking towards the left. He is wearing a dark shirt. The background is dark with a glowing blue digital network visualization consisting of interconnected nodes and lines. The overall lighting is dim, with the blue glow providing the primary light source.

Content

Who we are

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Portfolio Management

PDM Services & Solutions

VR/AR Solutions

3D Data/Media Generation & Distribution

Trends

E/E
Product Documentation
Supply Chain Management
Production Planning and Controlling
Training

3D/xR-Visualizations & Analysis
In-Car Solutions

3D Data/Media Generation & Distribution

Innovation Topics

Analysis Conception Implementation Training Data Management Integration Management, Testing, Rollout Operation, Hosting, Maintenance Support

Application Development

Business Packages

Data Management

System Management

Thank you!



Daimler Protics

Data driven by Passion

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