



Automotive Testing Expo Korea 2013. Stand 5054:

Korea's automotive manufacturers and suppliers urged to experience the benefits of professional motion simulators at Seoul Expo.

For the first time, Cruden will bring its Hexatech simulator to Korea, sharing details of wide-ranging automotive applications as well as new integrated driver observation technology.

Cruden, the world's leading professional motion simulation company, will demonstrate its market-leading 6-DOF Hexatech simulator to Korean automotive manufacturers and suppliers at the Automotive Testing Expo (March 18-20, 2013; Korea International Exhibition Centre, Seoul, Korea) on stand 5054. The simulator is used by Cruden's automotive OEM customers to develop steering, ride and handling, tyres, audio, HMI and ergonomics and also to support competitor vehicle assessment and engineer training. It comes to Seoul equipped with a unique combination of integrated technologies being used to pioneer driver observation research.

"Simulators are increasingly understood and adopted by Western automotive OEMS, and even now by tier 1 suppliers, for their potential to reduce development time and cost throughout the vehicle and component development process," says Frank Kalff, commercial director for Cruden. "They provide an alternative to physical pre-prototype building and testing and give vehicle dynamics analysts, who can be relatively distant to the subjective test drive process, feedback of accurate and realistic 'feel' from their vehicle dynamics models. We see huge potential in markets such as Korea, and are already in conversation with automotive industry bodies about applications to evaluate infotainment systems being developed by local technology companies."

'DrivObs' driver observation research.

Visitors to the Automotive Testing Expo are invited to experience how a combination of motion simulator, camera vision and physiological measurements such as eye-tracking is being developed to increase the understanding of the ways in which drivers use visual,

motion, and other information to control vehicles. The DrivObs research project aims to aid the development of vehicle dynamic control systems, active safety systems, infotainment systems and human machine interfaces, and for the training of professional test drivers.

DrivObs is a partnership between Cruden (professional motion driving simulators and visuals), Noldus (observation and physiology), Smart Eye (eye-tracking), Delft University of Technology, TNO (driver model identification) and VTI (the Swedish National Road and Transport Research Institute; speed perception).

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About Cruden

Cruden is the world's leading designer and manufacturer of professional, interactive, motion-based racing simulators. The company develops the most high tech, realistic and accurate professional equipment for the top levels of international motorsport, including Formula One, as well as vehicle manufacturers and their suppliers. The same package is then made available to the global attractions market and to private individuals to create a motorsport experience which simply does not compare with 'games' machines on the market. Cruden's heritage is in the development of professional simulators for the aerospace, marine and automotive industries. Originating from Fokker Aircraft Company, the company was FCS Racing Simulation before becoming Cruden in 2006. www.cruden.com


24/01/2013 Automotive Testing Expo Korea preview

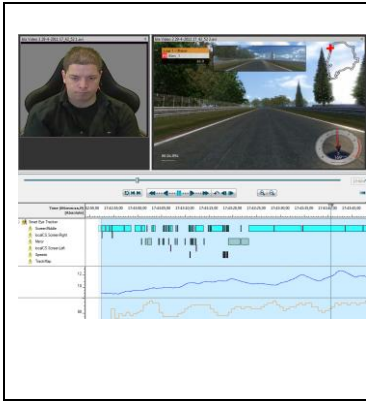
Press Enquiries

Claire Dumbreck, Propel Technology, Bloxham Mill, Barford Road, Bloxham, Banbury, Oxfordshire, UK, OX15 4FF. +44 (0)1295 724130 / +44 (0) 7768 773857

c.dumbreck@cruden.com

Pictures

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