

Press Release

06.06.2019

Open Day at the Altran Design Center in the framework of Turin Auto Show 2019

In the framework of the "Turin Auto Show" (19-23 June 2018), Altran Italia arranges the event entitled "**Open Day at the Altran Design Center**" on 20 June, from 3pm to 6 pm.

Visitors will be able to discover over 1,200 square meters dedicated to innovation through new display technologies. Will be shown projects designed by our creatives for the most famous brands in the automotive field, like **Alpha2**, a virtual concept car conceived by the Altran Design Center about an electric super car.

The focus of Alpha2 project the "man-machine" interaction that runs through the whole design phase: the User Experience and User Interface have been defined from the definition and analysis of the Personas (target). The key words of Alpha2 are: **Seamless Experience, Tailor-Made Experience, Lets'Go!**, which become concrete into a sporty two-seater electric coupé (which can become a roadster), suitable for everyday use, equipped with every modern system, driving assistance and an advanced HMI Concept. Alpha2 is equipped with a hybrid system that mixes 2D and 3D elements, animations and physical components (including fingerprints recognition), allowing information to be displayed on different levels based on their importance, situation or user mood of the user. Alpha2 offers a system that is always connected and a 360 ° multisensory experience, without interruption between the inside and the outside of the car.

During the Open Day at the Altran Design Center, visitors will experience Virtual Reality by accessing the main room with a 6 meter wide, 3 meters high glass screen offering 4k U-HD images. It will be possible to interact with models of complex systems through a high level of photorealism. The visit will continue with Immersive Reality: a latest generation helmet will bring visitors on board a car. The path will end with demonstrations of Augmented Reality thanks to the latest devices and solutions developed by Altran.

Opened in September 2015, the Altran Design Centre is focused on research, design and development of concept and design solutions for the industry. It poses the challenge of the fast growing customer needs in terms of "style", an increasingly important element to in give "personality" and added value to products in several fields, from automotive to household appliances, from consumer goods to packaging.

Participants will be split into small groups, each round will last approximately 40 minutes. The participation is free of charge but places available are limited. Visitors have to register by sending an e-mail by June the 17th to "eventi.altran.italy@altran.com", writing in the object

"Open Day all'Altran Design Center". The Design Center is located in Turin, Strada del Drosso 33 / 6B.

With over 7,800 specialists operating in 15 countries, the automotive sector represents a sector in which Altran boasts a position of world leadership in particular on 3 key domains: Autonomous Driving & Connectivity, Powertrain & Electromobility and Complete Vehicle Development.

Altran plays a key role in the innovative 3D car printing processes thanks to the partnership with Divergent. In the city of Turin there is the Altran Testing Center and the Altran Design Center, specialized in industrial design especially in the automotive field. Finally, frog company, which is part of the Altran group, develops design strategies and user experience for the mobility of the future, from models to digital interfaces.

Altran

Altran ranks as the undisputed global leader in Engineering and R&D services (ER&D). The company offers clients an unmatched value proposition to address their transformation and innovation needs. Altran works alongside its clients, from initial concept through industrialization, to invent the products and services of tomorrow. For over 35 years, the company has provided expertise in Automotive, Aeronautics, Space, Defense & Naval, Rail, Infra & Transport, Energy, Industrial & Consumer, Life Sciences, Communications, Semiconductor & Electronics, Software & Internet, Finance & Public Sector. The Aricent acquisition extends this leadership to semiconductor, digital experience and design innovation. Altran generated revenues of €2.9 billion in 2018, with some 47,000 employees in more than 30 countries.

Altran was present in Italy since 1996 and currently employs more than 3,300 people. It is headquartered in Rome and is located in much of the country: Genoa, Turin, Orbassano, Ivrea, Milan, Trieste, Padua, Bologna, Modena, Pisa, Florence, Naples, Pomigliano, Brindisi, Palermo.

www.altran.com and www.altran.com/it

Contacts

Tiziana Sforza

Communication & CSR Manager

Mob: + 39 348 7018984

tiziana.sforza@altran.it

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