



Sony's SXRD 4K Projectors help keep Ford Motor Company in the passing lane.

CUSTOMER

- Ford Motor Company

INDUSTRY

- Automotive Design and Manufacturing

CHALLENGES

- Enable designers to project and display large-scale, computer-rendered graphics of the company's vehicle line up in a way that made the images "come to life."

SOLUTION

- Ford teamed with IGI, a large-sale display solution designer, and equipped its facilities with Sony's ultra-high definition, SXRD 4K projectors.
- For Ford's Electronic Design Presentation Room, IGI installed a 60-feet wide Powerwall equipped with three SRX-S110 SXRD 4K projectors, which produce 10,000 ANSI lumens each and produce 8.8 million pixels per unit. In their Advanced Visualization Center, they installed two additional SRX-S110 SXRD 4K projectors for two separate screens, which are used for full-scale viewing of vehicle designs.

RESULTS

- The Sony SXRD 4K projectors have allowed Ford to develop new vehicle designs faster while also saving money.
- The SXRD 4K technology was used in the development of several important new vehicles, including Motor Trend's 2009 Truck of the Year, the Ford F-150, and the 2010 Ford Taurus
- The projectors, as part of Ford's ongoing strategy to evolve their design review process, have helped bring product to market faster and reduce costs.

IGI Teams with Automaker to Install Design Room that Delivers Detailed Vehicle Designs on 60-Foot-Wide Screen.

Ford Motor Company is accelerating its product design and quality-control capabilities with the help of Sony's SXRD® 4K projectors. The automotive giant is using the ultra-high definition projectors to power the Electronic Design Presentation Room (EDPR) and Advanced Visualization Center (AVC) at its Product Development Center in Dearborn, MI.

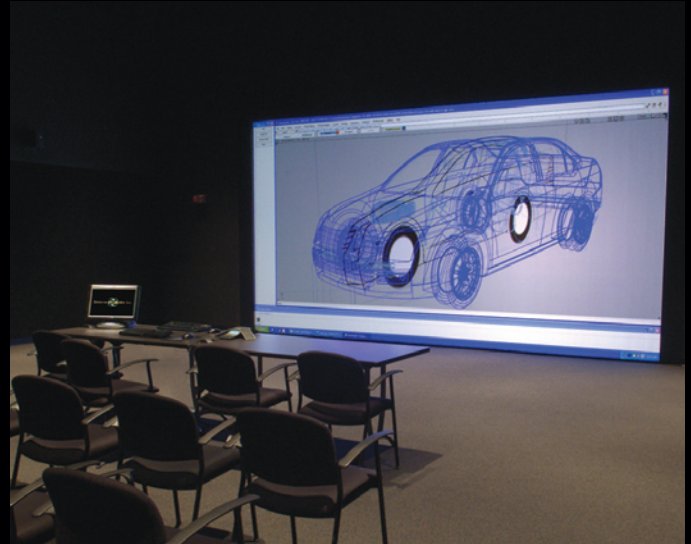


Ford teamed with IGI, a company specializing in designing large-scale display solutions, to install the 4K projectors, which are being used to display detailed graphic renderings onto "Powerwalls." IGI specified the projectors for Ford's facilities due to their ability to project computer-rendered graphics of the company's vehicle line up in a way that made the images "come to life."

"IGI selected Sony's SXRD 4K projectors because they could provide the level of detail that enabled their designers to carefully, yet quickly, review and refine full-scale computer-rendered vehicle designs before production," said Pat Hernandez, president of IGI. "The projectors are the backbone of one of the most advanced design systems in the industry," Hernandez added that Ford also uses the 4K projectors to simultaneously view three full-size, high-definition images of vehicles on the same screen. This feature is a competitive advantage in the automotive industry where making side-by-side comparisons is an integral part of day-to-day business.

As part of Ford's continual effort to become more efficient, the company has steadily invested in state-of-the-art digital design tools as another key part of its transformation plan. The EDPR and the AVC strengthens Ford's industry leadership in the utilization of a beginning-to-end digital design process. The facilities and the people working within them ensure a continuous flow of highly creative and exciting Ford vehicles capable of creating a positive emotional connection with their owners.

Ford's new visualization facilities have already played a key role in allowing the company to develop new vehicle designs faster while also improving quality and saving money. The technology was used in the development of several important new vehicles, including *Motor Trend's* 2009 Truck of the Year, the Ford F-150, and the 2010 Ford Taurus.



The Powerwall at Ford's EDPR is 60-feet wide. It is equipped with three projectors, model number SRX-S110, which produce 10,000 ANSI lumens each, and produce 8.8 million pixels per unit. Given the massive screen size of the EDPR, the facility provides ample meeting space and is ideal for design reviews when new vehicle designs begin approaching a resolved state. Multiple, highly realistic 3D models of full size vehicles can be displayed adjacent to one another on the screen, each in full 4K resolution.

The company also uses two additional SRX-S110 projectors for two separate screens in its AVC, which are used for full-scale viewing of vehicle designs. Meetings in Ford's AVC typically involve smaller collaborative groups who address a variety of early vehicle development issues using various 3D applications. Ultimately, programs that pass through the AVC will progress to the EDPR as vehicle development continues. The 4K resolution offered in both facilities allows Ford designers and engineers to visualize, address and resolve design issues with confidence and clarity never before possible in the virtual world.

"Ford's selection of our projectors as part of their ongoing strategy to evolve their design review process, bring product to market faster and reduce costs, is further proof that we're up to the challenge of meeting the demanding requirements needed by today's design centers," said Andre Floyd, marketing manager for SXRD systems at Sony Electronics.

For more information on Sony's SXRD 4K projectors

 [click: sony.com/sxrd](http://sony.com/sxrd)



SONY

Sony Electronics Inc.
1 Sony Drive
Park Ridge, NJ 07656

©2009 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Features and specifications are subject to change without notice. Sony and SXRD are trademarks of Sony.

DI-0167A