



## **Awards for HELLA films at 2018 New York TV & Film Festival**

- **Bronze for film "The Art of Sight" in Public Relations category**
- **The film "The Art of Light" receives bronze in Animation category**

**Lippstadt, April 25, 2018.** At the Gala of the New York TV & Film Festival held in Las Vegas on April 10, 2018, two films by the lighting and electronics expert HELLA were awarded bronze medals.

The Bronze World Medal in the Public Relations category went to the film "The Art of Sight", showcasing the performance of the 77 GHz radar sensors by HELLA. The sensors enable 360° degree environment recognition for identifying moving objects (Object Detection) – from cars and bicyclists to pedestrians. This function will be especially necessary for automated parking.

The film "The Art of Light" received a Bronze World Medal in the Animation category. In the film, HELLA demonstrates the latest lighting technologies and illustrates possibilities and functional potentials via use case scenarios. This for example includes projections of protection zones for cyclists as well as lines for indicating the ideal driving lane.

The New York Festival's World's Best TV & Film Festival honors film and TV productions from more than 50 countries. This includes comedies, animations and documentaries, as well as company and innovation films. The competition's awards intend promoting outstanding film productions while raising public awareness for internationally relevant topics.

"The Art of Sight" has already been nominated for the next award. In the context of the 2018 World Media Festival, the film could win the Silver Award in the Public Relations category. For the film "The Art of Light", the Bronze World Medal at the 2018 New York TV & Film Festival already marks the third recognition. Last year, the film won two OttoCar trophies at the International Automotive Film and Multimedia Festival AutoVision.

# PRESS RELEASE



Both HELLA films were created in collaboration with the Munich production company Final Frame and are available on YouTube:

[www.hella.com/theartofsight](http://www.hella.com/theartofsight)

[www.hella.com/theartoflight](http://www.hella.com/theartoflight)

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**HELLA GmbH & Co. KGaA, Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with more than 40,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With more than 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of 6.6 billion euros in the fiscal year of 2016/2017, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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