

PRESS RELEASE

Zeppelin Group presents its “Digital Construction Site” for innovation exhibition at Friedrichshafen’s Zeppelin Museum

From May 18 to November 4, 2018, the company will be showcasing its integrated range of services at the “Innovations! Destination: Future” exhibition

Garching near Munich, May 17, 2018. The event is all about the future of the construction industry and what contribution the Zeppelin Group can make in shaping it. Visitors to the exhibition in Friedrichshafen will be able to make their way interactively and digitally through a virtual Zeppelin world of construction, from planning and setting up a construction site to fitout and commissioning. The Zeppelin Group offers its customers solutions from a one-stop shop. And, for visitors to the exhibition, the company will be putting on attractions including a whole digital construction site experience.

Covering an area of some 1,000 m², the “Innovations! Destination: Future” exhibition at the Zeppelin Museum in Friedrichshafen will run from May 18 to November 4. It will shine a spotlight not only on the historical and economic development of the city but also on the latest innovations and visions for the future being developed by the global corporations Zeppelin GmbH, ZF Friedrichshafen AG, and MTU Friedrichshafen GmbH.

To present the Zeppelin Group’s extensive portfolio of products and services in an innovative way, the company is showcasing no fewer than three digital applications at the innovation exhibition, the highlight being its “Digital Construction Site.” Six 65-inch monitors enable visitors to click their way interactively and digitally through every stage of a construction site, from the planning and setup to the civil and structural engineering, the fitout and the commissioning, thereby having fun while learning about the full range of the Group’s solutions. By activating various 3D elements, not only can visitors experience the services offered by the Group, they can also obtain interesting additional insights into products and typical processes involved in planning and undertaking a construction project. “The Digital Construction Site is an innovative way to show people what the Zeppelin Group offers as well as being a great example of how solution-oriented we are,” says Peter Gerstmann, Chairman of the Management Board of Zeppelin GmbH.

Another feature of the Zeppelin Group’s exhibition is the “Digital Food Processing Plant,” an example illustrating its plant engineering activities. An interactive media table with 55-inch touchscreen allows visitors to a look all round the inside of a 3D food processing plant boasting inviting 360° views. Here too, further information such as brochures, movies, and short descriptive texts lies in wait behind every clickable element, thus guaranteeing an out-of-the-ordinary 3D experience in this part of the exhibition as well. Really capturing the spirit

of the event, Zeppelin will be rounding off its exhibition space with an “Innovation Gallery.” Continuing the digital theme, this extremely innovative area will enable visitors to explore a 3D Zeppelin showroom full of pictures and background information about the Group. Technical support for this part of the exhibition comes courtesy of a 55-inch touchscreen and a 65-inch monitor, presenting the world of the Zeppelin Group in its entirety.

Further information on the “Innovations! Destination: Future” exhibition can be found on the website of the Zeppelin Museum in Friedrichshafen at: www.zeppelin-museum.de/en. As well as innovations, there are other exciting exhibits from the Zeppelin Group awaiting your discovery in the exhibition’s history section. And don’t miss the opportunity to take a look at the jewel in the exhibition’s crown: the Gaylord Gladiator, a luxury sports car built by the Zeppelin Group in 1957 and a real one-off among classic automobiles.

Photo caption:

Today’s „Digital Construction Site“ at one click: The Zeppelin Group presents their range of solutions for the world of construction and plant engineering in the “Innovationen! Zukunft als Ziel” (“Innovations! Destination: Future”) exhibition at the Zeppelin Museum Friedrichshafen.

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About Zeppelin Group

Zeppelin Group operates 190 sites around the world. In the 2017 fiscal year, its more than 8.000 employees generated sales of 2.75 billion euros. Group-wide collaboration in Zeppelin Group revolves around a management holding company and six strategic business units: Construction Equipment EU (sales and servicing of construction machines), Construction Equipment CIS (sales and servicing of construction and agricultural machines), Rental (rental and project solutions for the construction and industry sectors), Power Systems (drive, propulsion, traction, and energy systems), Plant Engineering (engineering and plant engineering) and Z Lab (new digital business models). Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching near Munich. For more information, visit zeppelin.com.

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