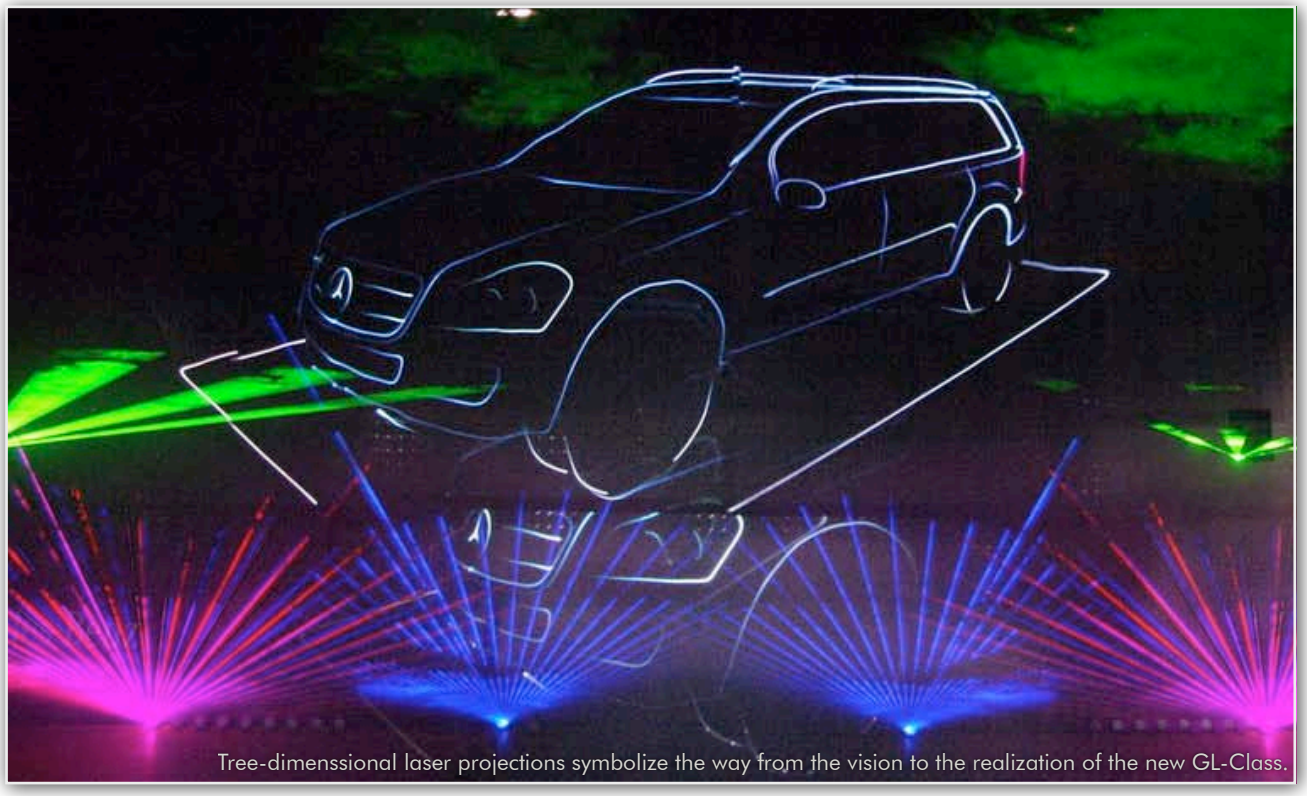
72 Watts of Laser Light for 340 Horsepower

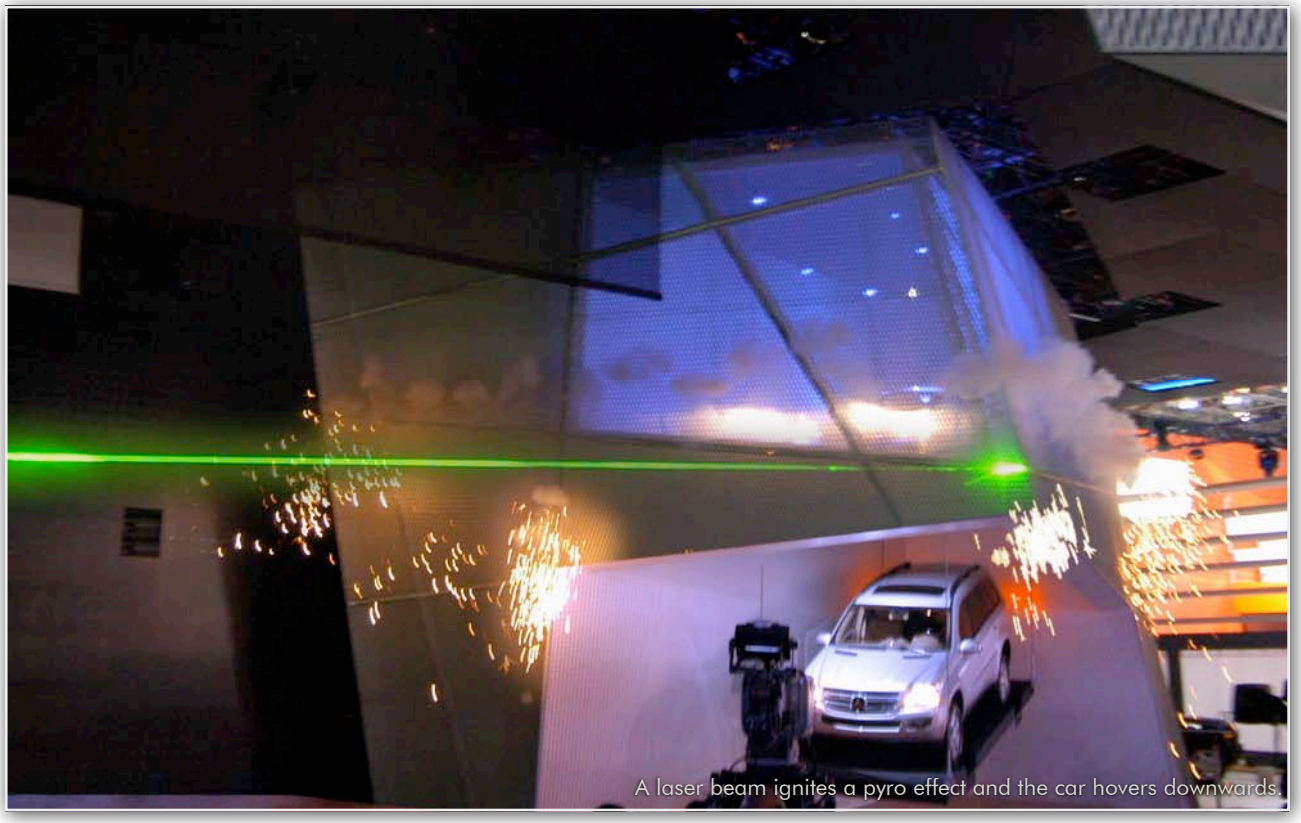
Mercedes-Benz relied on LOBO with the presentation of the new GL-Class SUVs on the occasion of the „North American International Auto Show“ in Detroit.



Tree-dimenssional laser projections symbolize the way from the vision to the realization of the new GL-Class.

It was an important day for Dieter Zetsche, president of DaimlerChrysler and Mercedes-Benz. Not only did he return to his former domain in Detroit, he also had to convey the American public to an important innovation of the traditional German car manufacturer in the coarse of a major press conference.
After the latest rise of oil prices, fuel efficiency became now even in the USA an important factor when purchasing a new car. But still Americans hesitate to part from heavy off-road cars. Taking these two factors together Zetsche presented the amazed audience the seemingly incredible squaring of the circle: a new full-size SUV with the environment-friendliest and most economical diesel engine of all times, even licensed in those states of the USA with the strictest emission standards.

The Mercedes star sparkles in a new light thanks to the latest developments in laser technology.



A laser beam ignites a pyro effect and the car hovers downwards.

Not only with the drive technology of the car, but also with the presentation technology, Mercedes-Benz entered new innovative tracks: besides the combination of video and attractive artists, which nowadays became a common standard at such fairs, a sophisticated laser production made by LOBO created the impressing frame for the world premiere of the new automobile. With this presentation Mercedes-Benz placed a big bang which turned the show into an ultimate highlight never seen before at such a level of sophistication at America's largest automobile exhibition.

The presentation of the car started with a video sequence photographed in California by Jaques Steyn which then smoothly merged into the laser projection. Three-dimensional laser projections symbolized the way from the vision to the realization of the new GL-Class. After a speedy interplay between 3D car impressions and atmospheric beam effects, a green laser beam ignited a pyro effect at this location of the stand where suddenly the new automobile hovered downwards.

LOBO's Creative-Director Alexander Hennig: "Even experts, established in the media industry for many years, were astonished once they have seen with their own eyes what can be done nowadays with state-of the-art laser technology and a hand full of smart ideas."

LOBO is known as both, as an innovator in laser technology and as the creator of a new design philosophy for laser shows.

Crystal-clear laser light and brilliant colors thanks to the latest X15 laser technology.


After the press conference the stand is prepared for the public.

The Germany-based company LOBO, just approx. 60 km away from the headquarters of DaimlerChrysler, is known as the leading producer and service provider in the laser display industry world-wide. LOBO is the only manufacturer producing on their own premises the full range of products required for laser presentations at the highest technical level: from controllers to projectors. But LOBO is not only regarded as a technical innovation motor in this industry, but also as the founder of a new aesthetics in laser show design, which is confirmed by the many international awards LOBO received over the last years. Thus, the LOBO studios are the origin of visual experiences which can not be compared anymore with the disco lasers of the eighties.

In the case of the Mercedes-Benz stand, the laser equipment was set-up discreetly in the background thanks to ultra-compact, fiber-fed projectors. So no one really expected laser and the surprise effect for the spectators was increased dramatically.

Nevertheless, the technical effort behind the stage was enormous: Altogether four X15 multi-color lasers of the latest generation delivered a total power of 60 Watts of pure white laser light which generated crystal-clear projections in dual-field projection technique onto a semi-transparent screen. In addition, four monochrome laser systems – each with a power of 3 Watts – were integrated in the stage backdrop and served for brilliant atmospheric beam effects.

The system was controlled by laser and multimedia workstations of the LACON series wirelessly programmed and operated by means of a laptop computer from any point in the show area. Another typical feature of LOBO systems: the data transmission between the controllers and the projectors over the distance of approximately 100 meters was effected not by analog cables, but via a proprietary optical and digital media bus named DDL.


Dieter Zetsche answers the questions of the journalists.

In order to guarantee an utmost reliability, the complete equipment, starting from power connections, the lasers and controllers up to the projectors, was set-up twice and completely independently. So, in the unlikely event of an error the operator could switch to a entirely equivalent back-up system without being noticed by the audience.

The laser equipment was set up discreetly in the background thanks to ultra-compact laser projectors.

Important Notice: All laser effects on the images derive from real photographs and have not been generated on computers.

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