AHEAD

Advanced Headliner

CENTI   BORGSTENA   COMPETE 2020   PORTUGAL 2020   UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional

PARTNERS

BORGSTENA
creating solutions

CENTI
Centre for Nanotechnology
and Smart Materials

Co-financed by

COMPETE 2020   PORTUGAL 2020   UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional

Press Release:
"Borgstena Group Portugal is a company with roots in Sweden and operations in Europe, having been founded in 2010, it was created from the growing need to continuously offer improved and innovative solutions to its customers, providing HR, IT, commercial department, finance, RDI and Design, serving as a global platform in the group of companies where it operates, Borgstena Gruppen.

Currently, Borgstena is the market leader in providing services to the automotive industry, dedicated to the research and development of textile products for its diversified markets and its main goal is to offer competitive solutions to its customers.

A-HEAD project aims to develop advanced solutions for projection and performance on automotive vehicles headliners by including the ability to operate as a screen for playing multimedia content and creating lighting effects in the vehicle's headliner structures.

Thus, yarns, fibers and meshes optimized for improved front and rear projection and formulations for a coating to be applied in textile structures for improved front projection were developed. An optimized projection system was incorporated, ensuring systems efficiency and user comfort. It also includes a gesture recognition system to promote dynamic user interaction with the system. An intelligent system was also developed for changing the shape of textile structures to create decorative and functional effects.

A-HEAD allowed Borgstena to reinforce its recognition and outstanding position in the textile sector and to leverage new solutions and interactivity concepts for the automotive interior mainly in the headliners."

Contents to publish online(Social Media)

1. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects in headliner structures of the automotive vehicles. **Along A-HEAD project, yarns, fibers and meshes were developed to optimize frontal projection properties.**

    This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."

2. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects in headliner structures of the automotive vehicles. **Along A-HEAD project, yarns, fibers and meshes were developed to optimize rear projection properties.**

    This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."

3. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects in headliner structures of the automotive vehicles. **Along A-HEAD project, formulations for textile structures coatings were developed to improve frontal projection properties.**

    This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."

4. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects in headliner structures of the automotive vehicles. **Along A-HEAD project, an optimized projection system has been incorporated, ensuring systems efficiency and users comfort.**
    This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."

5. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects

in headliner structures of the automotive vehicles**. Along A-HEAD project, a gesture recognition system was developed to promote dynamic user interaction with the system.**
This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."

6. A-HEAD project aimed to develop advanced solutions for projection and performance on the automotive roof (headliner) through its capacitation to operate as a screen for playing multimedia content and creating lighting effects in headliner structures of the automotive vehicles**. Along A-HEAD project, an intelligent Shape Memory Alloy system was developed to create decorative and functional effects in textile structures.**
This project allowed Borgstena to reinforce its recognition and its outstanding position in the textile sector, and to leverage new solutions and interactivity concepts for the automotive interior in the headliner area."