

Digital & Deep Tech Jun 11, 2019

Drive and feel: These are the winners of Porsche NEXT OI Competition 2019

What a ride! After more than three months of hard work, feedback rounds with Porsche experts and an exciting semi-final, the five finalists of this year's Porsche NEXT OI Competition presented their solutions for the sports car of the future in Ludwigsburg last week.



The jury consisted of 12 top managers from Porsche and their partners

Most convincing to the jury was the solution of GHOST — feel it.: The startup, which was founded in 2017 by neuroscientist Isabella Hillmer and engineer Laura Bücheler, wants to improve the interaction between human and machine using the sense of touch. Their idea relies on a technology that expands human perception and enables, for example, amputees to feel their prosthesis. The solution

submitted to the competition integrates this innovative technology into Porsche seats so that the driver gets haptic feedback from his seat on how to move his vehicle best and safest. Together with Porsche Digital Lab in Berlin, the winning team will now further evaluate on how to meet the needs of Porsche drivers and put the technology on the road. The winner doesn't take it all: 3 teams will further develop their idea with Porsche



Anja Hendel, Andy Grau, Stefan Zerweck and the three winning teams of Porsche NEXT OI

Second place went to “Way Ahead Technology” by [Roger Rueegg](#) and [Dominik Stocker](#) from Switzerland. Their app tracks, documents and visualizes routes live in 3D. It enables augmented reality functions for head-up displays and virtual cockpits, such as virtually extended lane boundaries that make driving easier and safer during the night or with poor visual conditions.



Roger Rueegg presenting the “Way Ahead Technology”

The third place was won by a team from Great Britain consisting of Nikita Dedik, Alex Urbanovich, Valeriy Britaus and Kirill Khomko. The app “Road.Travel for Porsche” is an online platform that combines the planning and booking of trips and the exchange of travel experiences.



Nikita Dedik from Road.Travel



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