



Porsche opens a digital workshop in Ludwigsburg

21/06/2018 New requirements need new work environments: Porsche Digital's new Ludwigsburg premises feature a "Digital Experience Foundry".

This simulation area for the development of prototypes is unique in the automotive industry, and allows digital products and services related to vehicles to be tested, developed and optimised to meet specific customer requirements at an early stage of the development process.

Together with start-up and cooperation partner home-iX, the approximately 30-square-metre display was installed to meet Porsche Digital's specific requirements. The Foundry will have a similar role to that played by prototypes in traditional vehicle development, where they are used to validate results early on in the process. However, the relevant projects, are not vehicles per se, but rather digital products. Thanks to the projection surface, these "digital prototypes" can now be tested and developed in realistic situations. For example, by simulating an airport or living room. In addition, the Foundry is also intended for use in workshops and start-up pitches, as well as for joint developments with customers.

“At Porsche Digital we are developing offerings for our customers’ immediate environment. So that we can offer tailor-made solutions that meet our customers’ needs we need to know what our customers are actually passionate about. We need to be able to experience their daily routines and environments for ourselves. Gaining such experiences early on means we can check things in good time and make optimisations”, says Thilo Koslowski, CEO of Porsche Digital, explaining the idea behind the new Foundry.

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