

# Mechanical design based Brand and Safety Sounds for E-& F-Cell Vehicles

Project Concept Präsentation Electromobility+ call 13.01.2011



Future Automotive Sound  
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## preliminary project partners

D'Angelico Acoustic Consult  
Germany  
Owner managed

University Of Applied Arts Vienna

Audio Brand Consulting & Design

Industrial Design Classes  
Prof. Paolo Piva

Current running project  
*Acoustic environmental aspects  
of E - Mobility*

world-renowned Institute of Industrial  
Design.

supported  
by the German Federal  
Ministry of Transport, Building and Urban  
Development  
Member of the E – Mobility Modellregion  
Berlin/ Potsdam

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## Project idea

Until now, the viral link to high quality car sound was dominated historically. For the future it's necessary to create new viral links between e-car sound, Brand and the feeling of high quality. A new working interface between design and manufacturing is necessary .

This project will be this interface, and generate entirely new thought processes, designs and actual implementations.

*Actual Situation; absence of sound or very poor performance,  
Mindsetting dominated by poor electronic and not IP capable performances.  
The addition of sound is needed to security aspects and will be regulated by law .  
Currently acoustic design is part of the NVH engineering process*

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## Industry Partner profile

Manufacturer ; advanced Design Department  
Car design/ research / development  
Urban Researchers

financial resources; Project funding  
implementations on the vehicle

Model Division would be helpful  
PR Department

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## Projects topics

- direct reference to Call Point  
**Testing, trials and normative standards**  
*a. Performance review of the first-generation systems , b. Safety consideration*
- Database of the aue-mobility.de project can be incorporated into the project
- Large media coverage is expected
- Direct Worldwide network of the best creative sounddesigners ( A. D'Angelico is member of the film academy ( Oscar)
- Sound will be mainly generated by individual constructive arrangements
- IP capable, so protection of Own brand sound
- Individual future approved brand sound ( viral link for high quality sound will be implemented at the customer )

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## Info Link List

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<http://aue-mobility.de/>



<http://www.dieangewandte.at>

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