



FeellnGlass® by AGC will introduce its immersive concept demonstrating glass integration capabilities at IAA 2023.

FeellnGlass®, an internal start-up of the AGC Group, specialized in extra-thin glass interface developments, will exhibit from September 4 to 8, 2023 at the IAA in Munich. With its booth, FeellnGlass® will introduce its vision for new Mobility uses with glass. The FeellnGlass® in-vehicle demonstrator is a step forward in its glass integration expertise.

With the advent of new means and ways of transportation, the need for more user-centric and connected solutions becomes crucial. As we are moving towards more customization, cabins and cockpits are the extension of our living spaces, involving that they must be safe, functional and appealing.

From that standpoint, we merged an inclusive approach of Mobility with technological features flawlessly integrated within our vision of the incoming Smart Mobility framework. Our interior glass-concept, is a combination of different sensitivities linked to our senses. We define it as an immersive experience through sight, touch and sound. It translates our wish to value our expertise in safe glass solutions integration mixed with appealing design and innovative functions.

“Sight”

The FeellnGlass® demonstrator is first experienced through sight. It is thought to welcome people on an active or passive journey with visual comfort. FeellnGlass® custom solutions bring a differentiated approach to design for interiors thanks to a wide set of decoration possibilities. Mirror effects, lighting features and evolving shades are integrated to create a dynamic environment through glass. A strategic partnership with E Ink made possible new effects, to bridge the gap between traditional static materials and digital technology with dynamically changing materials.

“Touch”

Touch, is a significant dimension of our in-vehicle concept. Indeed, the materials were carefully selected to match our “touch & feel” guideline, allowing glass to seamlessly integrate functionalities. As a durable, lightweight and versatile interior surface, we bring glass usage to another level by implementing switchable functions you may use on-demand, dynamic sensors and lighting for enhanced user experience. By combining surface treatments with entertaining functions, glass evolves as a smart surface and sets new standards of aesthetics and capabilities.

“Sound”

Our cockpit demonstrator shows how versatile glass can be by introducing sound through an audio glass technology. This represents a breakthrough in terms of sound architecture, allowing for seamless integration of sound surfaces within interiors by getting rid of traditional speakers. As a result, we couple glass within a sound system to create an aesthetically appealing solution, contributing to a fully immersive and interactive environments.



FEEL IN GLASS

by AGC

To better reflect incoming uses through Mobility, the advent of glass-related solutions are taking over cockpits to overcome challenges of durability. With greater resistance to tough environment and rough repeated uses, combined with its lightweight features and circularity, glass is becoming a prominent component of our surroundings.

Appealing to our senses and evidencing our expertise, our concept results in advances regarding technological solutions and integration processes, a differentiated vision for new Mobility, by FeellnGlass®.

Visit us at booth E.31 – Hall B1 to discover our in-vehicle demonstrator, and our decorative glass collections for interiors, FeellnInspiration.

About FeellnGlass®

Europe-based glass manufacturing company, part of AGC Automotive Europe, FeellnGlass® aims at developing uses for thin glass, a versatile and durable material, for the automotive industry. By providing OEMs and Tier1s a tailored approach for their projects, the “shared vision” is at the core of its partnerships to push forward the ergonomics and aesthetics of interiors with glass.

More information at: www.feelinglass.eu - Follow FeellnGlass® on [LinkedIn](#).

About AGC Automotive Europe

Based in Louvain-la-Neuve (Belgium), AGC Automotive Europe is the European automotive glass branch of the AGC Group. The AGC Group, with Tokyo-based AGC Inc. at its core, is a world-leading supplier of flat, automotive and display glass, chemicals and other high-tech materials and components. AGC Automotive Europe specializes in production of windows (OEM and replacement) for vehicle manufacturers. It also provides ready-to-assemble systems (fixation devices), higher value added functional systems (antennas, sensors, heating elements) and enhanced property glazing (improved thermal, sound and vision comfort).

For more information go to: www.agc-automotive.com and www.agc-arg.com (automotive glass, ARG). Follow AGC Automotive on [LinkedIn](#).