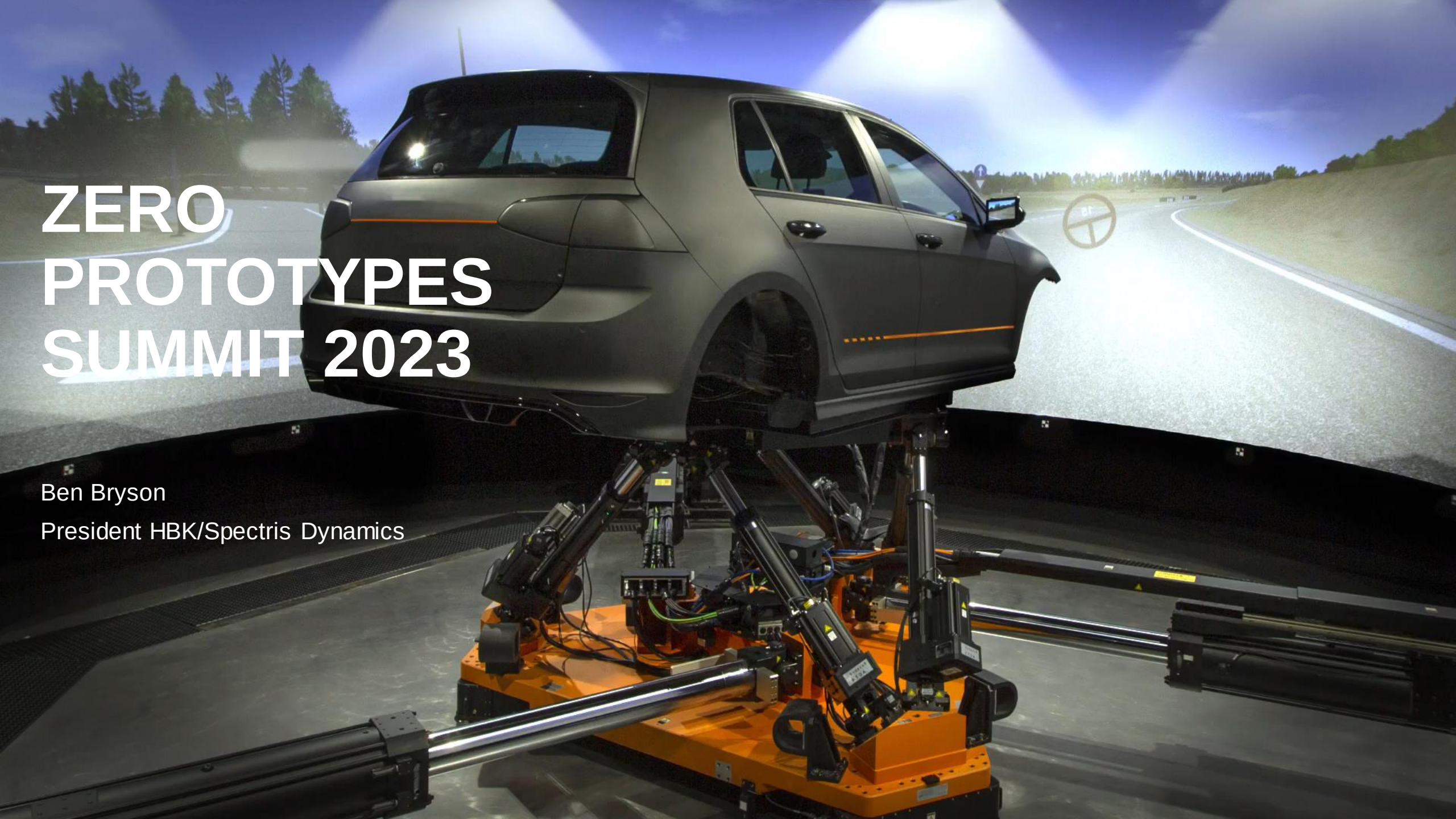


# ZERO PROTOTYPES SUMMIT 2023

Ben Bryson

President HBK/Spectris Dynamics



# Ben Bryson, President, HBK/Spectris Dynamics



- Joined Spectris in January 2020
- Chief Operating Officer, HBK
- President, HBK, January 2022
- President, Spectris Dynamics, October 2022

# Spectris Dynamics (HBK) – a global leader in test and measurement

OWNED BY **spectris**

**35,000** CUSTOMERS SERVED

**3,600+**

EMPLOYEES



CUSTOMERS IN

**50+**

COUNTRIES  
WORLDWIDE



**800+**

CUSTOMER  
FACING  
EMPLOYEES



**300+**

EMPLOYEES  
WORKING IN R&D

HBK SALES  
2022 **€492**  
MILLION



SW SALES  
2022 ~**€90**  
MILLION

INNOVATION FOR MORE THAN

**80 YEARS**



# Spectris Dynamics (HBK)



# HBK – Empower the Innovators

R&D: Accelerate product innovation



Advanced virtual testing



Physical testing

In-process: Enhance processes and assets



Process & product quality



Asset optimisation

Seamless integration – Closed Loop

Integrated data analytics and management software, solving the big data challenge

# Our growth markets

## Strategic focus on attractive growth markets



Auto and ground  
vehicle



Aerospace and  
defence



Industrials and  
infrastructure



Personal audio



# Harnessing four trends to outgrow the market

1

Shift towards virtual environment in innovation

Accelerating innovation in automotive

2

Shift towards digitisation in innovation

Reducing cost of innovation with software

3

Transformation of mobility and energy

Advancing the development of EVs

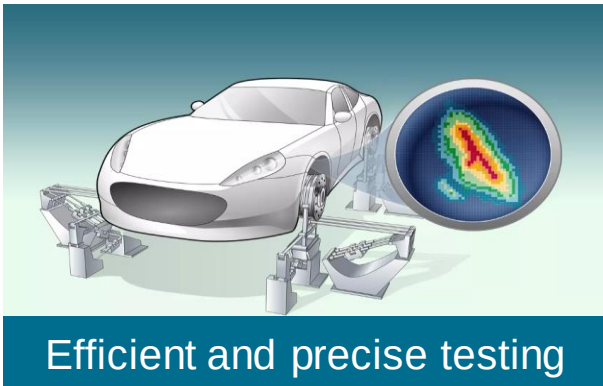
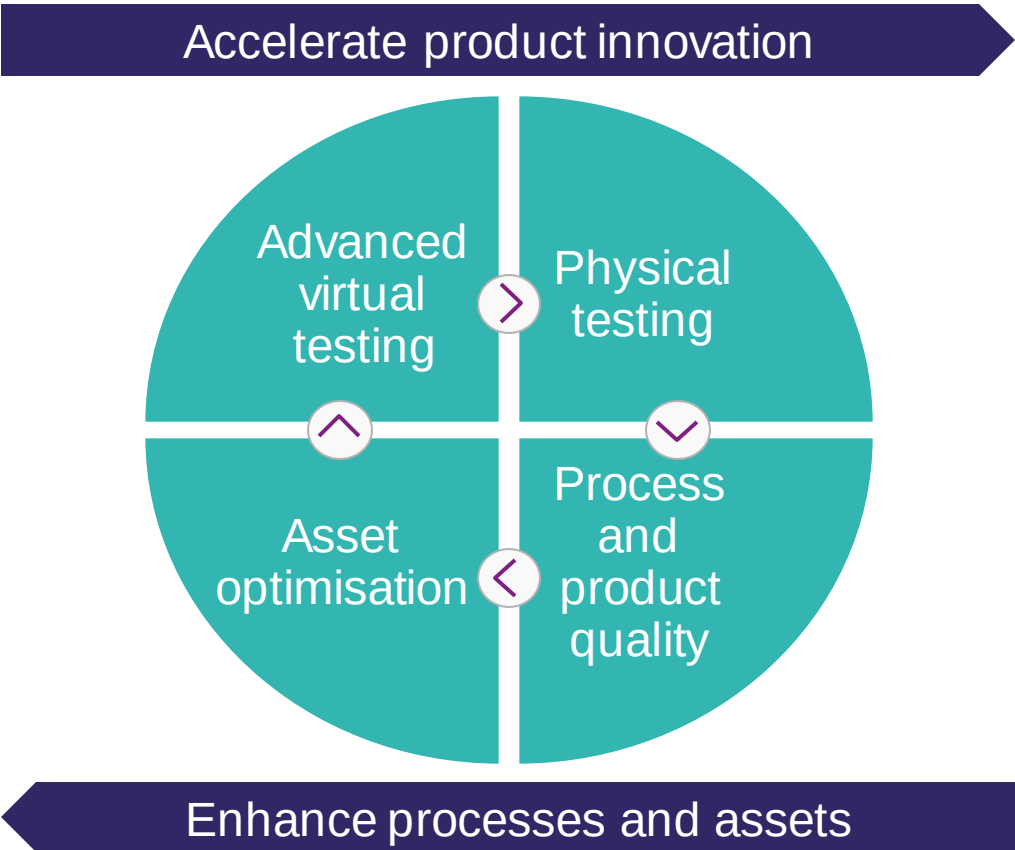
4

Automation & productivity in a connected world

Enhancing processes and assets

# Supporting our customers through the lifecycle

A case study for automotive



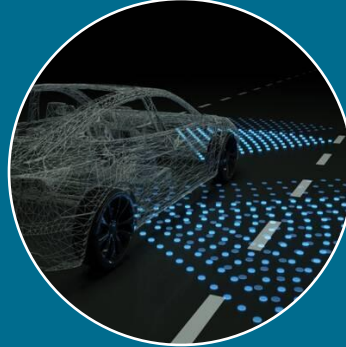


# Connection Between Concepts and New Technologies



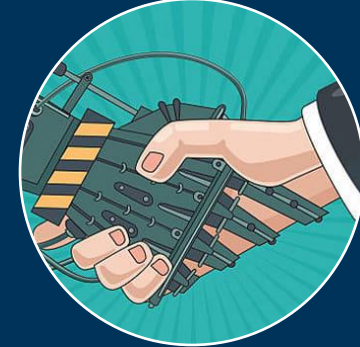
New technologies can **reduce environmental impact**.

Electric cars produce **zero emissions**.  
Simulation and simulators **decrease emissions during development**.



New technologies **improve driving safety**.

ADAS (Advanced Driver Assistance Systems) and HMI (Human-Machine Interface) **enhance design flows**.



New technologies **enable increased work efficiency**.

Software automates tasks and facilitates **exploring innovative solutions**.

## EMPOWER THE INNOVATORS:

New technologies **provide engineers with powerful tools**.

VI-grade software and simulators aid in **designing better vehicles** in less time and lower costs.



Achieving vision of **Zero prototypes** will **expedite testing** and **iteration of ideas**.

**Virtual reality** simulates **driver interactions**.

**Simulators** provide **subjective feedback** early in the design cycle

Both, eliminating the need for physical prototypes.

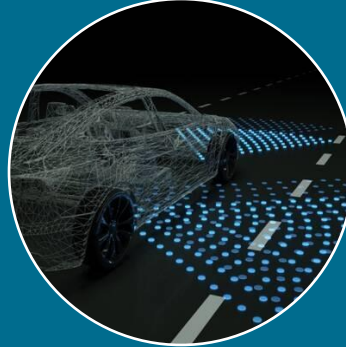


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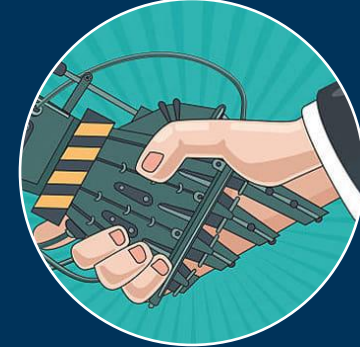
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# HBK – key messages



An established leader in high performance virtual test, software, DAQ, sensing



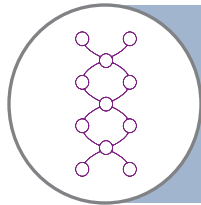
Well positioned in attractive markets supported by sustainable trends

Virtual testing

Digitisation

Electrification

Automation



Strengthening customer offering – integrated virtual and physical test solutions, software-oriented roadmaps,



Customer centric organisation focused on providing solutions across the lifecycle.

## Empower the Innovators

# Thank You

