

# Lufft wins INDUSTRIEPREIS 2015 with mobile sensor MARWIS

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As part of the German award INDUSTRIEPREIS 2015 Lufft has been announced as its overall winner at the start of the industry trade fair HANNOVER MESSE. The mobile road sensor MARWIS prevailed in the category "Optical Technologies". The measuring instrument of the German measurement and control technology company, Lufft stood out as the



outstanding solution to all of the 14 category winners and was thus also awarded the overall winner's prize in this year's competition. With this win Lufft GmbH left large companies such as Daimler AG, Bosch Rexroth AG or Carl Zeiss MicroImaging GmbH behind.

In view of the current global challenges of the industry, MARWIS is considered the most innovative and beneficial product of the year. The sensor is used as a tool for punctual action regarding expected critical weather conditions. "The INDUSTRIEPREIS 2015 means a lot to us, because it represents a great appreciation for what we have achieved," explains Lufft Managing Director, Klaus Hirzel after the announcement of the two awards.

The traditional company founded in 1881, developed with MARWIS a mobile road weather information sensor that detects reliably and professionally road conditions and environmental data. Mounted to a vehicle, the sensor measures data, such as humidity, road surface temperature, water film height, dew point temperature, ice fraction in percent or friction up to 100 times per second. MARWIS records environmental data in spite of different road surfaces or in adverse weather conditions such as snow and ice. The measured data is displayed via Bluetooth continuously in real time in the vehicle and transferred by a software or hardware solution into the cloud.

With a few simple steps MARWIS can be attached directly to a vehicle. Due to its light weight of only 1.7 kg and its compact case, attachment to a vehicle is very easy. A suitable guard protects against dust and dirt and the rugged metal housing ensures a long service life. In particular, MARWIS is suitable for use by meteorological services, airports, highway departments, authorities and communities.

The renowned INDUSTRIEPREIS, which celebrates its tenth anniversary this year, recognises in particular, medium-sized companies and their innovations. Due to the extensive communication and promotion services of the Huber Verlag für Neue Medien GmbH and presentation in the industry best list, it is a great honour for the B2B Company Lufft to win its

category and then the overall prize considering it is located in such an extreme niche segment of the market.

"Especially in the competition for skilled workers in the economically strong region of Stuttgart, being awarded the prizes will give us a big boost and help publicize our innovations to the general public," says Mr Hirzel.

The presentation of both awards, for the category "Optical Technologies" and as overall winner for their mobile road sensor MARWIS, were made to Lufft at the beginning of the HANNOVER MESSE 2015 (13 to 17 April 2015).

Further information on MARWIS: [www.lufft-marwis.com](http://www.lufft-marwis.com)

Further information on G. Lufft GmbH: [www.lufft.com](http://www.lufft.com)

#### **About G. Lufft Mess- und Regeltechnik GmbH:**

Since its founding by Gotthilf Lufft in 1881, G. Lufft GmbH has been the leader in the production of climatological measuring equipment. Lufft's capacity for innovation and precision has helped its products establish the solid reputation they enjoy around the world. The company's products can be found in use wherever variables such as air pressure, temperature, relative humidity and other environmental factors need to be measured. In line with its commitment to the company motto of "Tradition and Innovation," electronic products have now joined their mechanical ancestors and show the same Lufft quality in a digital age. Together with its subsidiaries in the U.S. and in China, the company has 100 employees. In November 2012, G. Lufft GmbH was awarded the German Standards Brand Prize and was named a "Brand of the Century". More information at: [www.lufft.com](http://www.lufft.com).

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