

Digital Twins and Efficient Virtualization to Master the Shift Left

IPG Automotive presented its vision for future vehicle development at Open House Germany

Karlsruhe, March 26, 2025: At the annual industry meeting point Open House Germany, IPG Automotive presented the latest functions of the CarMaker product family as well as innovative simulation solutions. The Karlsruhe-based company also illustrated how it plans to advance future vehicle development with efficiency enhancement and digitalization, despite complex challenges.

IPG Automotive's Open House Germany 2025 was a phenomenal success. The event themed "Virtual in Process, Real in Progress – Shift Left to Save Costs and Time" hosted by IPG Automotive in Karlsruhe attracted more than 300 guests from the automotive industry and research sector. Attendees experienced innovative technologies and exchanged insights on new trends and the latest developments.

For years now, the automotive industry has been undergoing a profound transformation and is hence facing a variety of challenges. In this context, IPG Automotive offers a forum for discussion to shape the future together, with the vision to boost efficiency by increasing virtualization in development processes. Virtualization helps to significantly reduce costs, time to market, and the use of physical prototypes, while at the same time safeguarding system security and traceability. Making the use of simulation intuitive and digital twins accessible also for non-simulation experts significantly speeds up daily development tasks.

Steffen Schmidt, President & CEO from IPG Automotive emphasized: "The automotive industry is currently facing complex challenges, from increasing digitalization to growing efficiency requirements in vehicle development. Our Open House Germany 2025 convincingly demonstrated how we can master these challenges together with innovative, virtual development solutions. The discussions and especially the close collaboration with our customers and partners are incredibly valuable in that regard."

In three technical sessions, IPG Automotive presented how to successfully implement the shift left with rapid software validation, apply extensive simulation solutions from IPG Automotive, and scale simulation using VIRTO. Tom de Schutter, Senior Vice President at Synopsys, opened the event with a keynote speech focusing on the use of digital twins and the associated potential of efficiency enhancement leveraging consistent and early

software validation. In addition, the accompanying trade exhibition not only provided the opportunity to test and learn about the latest product developments at IPG Automotive, but it also allowed for direct exchange with experts and partners.

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Images



President & CEO Steffen Schmidt kicked off Open House Germany under the motto "Virtual in Process, Real in Progress – Shift Left to Save Costs and Time".

Image: IPG Automotive

About IPG Automotive GmbH

As a global leader in virtual test driving technology, IPG Automotive develops innovative simulation solutions for vehicle development. Designed for seamless use, the software and hardware products can be applied throughout the entire development process, from proof-of-concept to validation and release. The company's virtual prototyping technology facilitates the automotive systems engineering approach, allowing users to develop, test and validate new systems in a virtual whole vehicle.

IPG Automotive is an expert in the field of virtual development methods for the application areas of Autonomous Vehicles, ADAS, Powertrain and Vehicle Dynamics, committed to providing support to master the growing complexity in these domains. Together with its international customers and partners, the company is pioneering simulation technology that is increasing the efficiency of development processes.

By taking real test driving into the virtual world as a complement to on-road testing, IPG Automotive contributes significantly to technical progress and shares in shaping the mobility of tomorrow with regard to comfort, safety, economic efficiency and environmental friendliness.

In addition to the company headquarters in Karlsruhe, Germany, IPG Automotive provides innovative development services to its customers and partners at the Germany-based offices in Braunschweig, Frankfurt, Ingolstadt, Munich and Stuttgart as well as in China, France, India, Japan, Korea, Sweden, the UK and the USA.

Further information at www.ipg-automotive.com/en/press

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