

HÜBNER to Showcase Recognized Technology at InnoTrans 2026

CNA Innovation Award: Holography Delivers the Future of Passenger Information

Nuremberg / Kassel, Germany (10 August 2026). Recognition for the future of passenger information: The HÜBNER Group and ZEISS Microoptics have received a “Special Recognition” at the CNA Innovation Award 2026 for the development of transparent holographic displays for public transport. At InnoTrans 2026, taking place in Berlin from 22 to 25 September, HÜBNER will present the technology to an international audience in Hall 1.2, Booth 120.

Award Presented by Bavarian Transport Minister

During an official ceremony in Nuremberg, **Christian Bernreiter, Bavarian State Minister for Housing, Building and Transport**, presented the Special Recognition to **Nora Oberländer**, Managing Director of the HÜBNER Group, and **Dr. Viktor Schütz**, Head of Partnership Management at ZEISS Microoptics.

*“We are delighted to receive this Special Recognition at the CNA Innovation Award. It confirms that with our HOLO IQ solution, we are taking an important step towards the future of passenger information,” said **Nora Oberländer, Managing Director of the HÜBNER Group**. “We are bringing this technology to market and are currently conducting field trials with leading public transport operators across Europe. This makes us even more excited to present the next stage of HOLO IQ development at InnoTrans 2026.”*

A Successful Partnership Between HÜBNER and ZEISS

With more than 300 members and over 700 competence partners, CNA e.V. serves as a mobility, transport and logistics think tank in Bavaria. As a non-profit organisation, it promotes dialogue on technology and innovation in mobility. Together with the Railway Technology Cluster and the Bavaria Logistics Initiative, CNA annually honours companies, organisations, start-ups, universities and research institutions for particularly innovative products, developments and services.

*“The CNA award is a tremendous achievement for our partnership with the HÜBNER Group,” explained **Dr. Viktor Schütz, Head of Partnership Management at ZEISS Microoptics**. “We share the common goal of making the benefits of our Multifunctional Smart Glass technology available to public transportation. As transparent surfaces, train and bus windows are ideally suited as interactive information displays for integrating holographic applications.”*

Passenger Information Directly Within the Field of View

The HÜBNER Group and ZEISS Microoptics are jointly bringing *HOLO IQ* to market. The transparent holographic displays transform windows in trains and buses into information surfaces. Arrival times, route information and points of interest along the journey can be projected directly into passengers' field of view, exactly where they need the information.

The technology uses window and door systems as carriers for holographic films that provide transparency levels of more than 90 percent. Comparable OLED systems typically achieve only around 40 percent transparency. This high level of transparency allows passengers to maintain a virtually unobstructed view outside while simultaneously receiving travel information.

More Efficient, Robust and Flexible Than Conventional Systems

One of the key advantages of the technology is the space it saves inside the vehicle. A projector transforms the window into a display using the holographic films. Since both the power supply and the required data are already available within the vehicle, integration is simple and space-efficient.

Unlike conventional solutions, there is no need for complex cabling or separate mounting points, which also helps reduce maintenance costs. Integrated directly into the glazing, the technology is protected from external influences. Display quality remains high while preserving visibility through the window. The holographic display technology opens up new opportunities for transport operators through flexible information and advertising concepts.

Integrated Expertise From the HÜBNER Group

To manufacture the holographic optical elements, ZEISS Microoptics uses tunable lasers supplied by HÜBNER Photonics. The holographic films are integrated directly into window systems produced e.g. by Kunststofftechnik Hennigsdorf (KTH), an affiliated company of the HÜBNER Group. The holographic applications can be installed both in new vehicles and as retrofit solutions for existing fleets.

HÜBNER continues to further develop the solution and is already testing *HOLO IQ* under real operating conditions. Trial applications are currently underway with leading public transport operators in several European countries.

Enhanced Window Display Systems at InnoTrans 2026

Following successful trade show appearances and initial field trials, HÜBNER will once again present the technology at InnoTrans 2026, this time in a significantly enhanced form. Since its first introduction, display quality, integration options and application scenarios have been continuously expanded. Visitors will be able to experience the latest features and applications of *HOLO IQ* live at InnoTrans in Berlin.

In addition, the company will showcase a wide range of further innovations and new developments in Hall 1.2, Booth 120, all designed to make rail transportation more efficient, safer and more reliable. More information about the HÜBNER Group's presence: www.hubner-group.com/innotrans

HÜBNER Group

Mobility. Materials. Photonics. | united by passion.

The HÜBNER Group is a global provider of systems and solutions for the mobility sector, the manufacturing industry, and for the life sciences and research applications. With its four divisions **Mobility Rail, Mobility Rail, Material Solutions** and **Photonics**, HÜBNER is setting standards worldwide and covers a broad spectrum of products and services.

As the world's leading manufacturer of articulation and gangway systems for buses and railway vehicles, HÜBNER ensures safe and flexible connections. In addition, the Group of affiliated companies is a leading developer of chassis technology, cockpit display solutions, airport technology as well as door safety and sealing systems. The company is also an internationally recognized specialist for sophisticated solutions making use of elastomers such as silicone and EPDM, Polyurethanes as well as for insulation and composite materials and industrial textiles such as coated fabrics. With advanced laser technology products, HÜBNER is successfully active in pioneering fields such as holography, cancer diagnostics, quantum physics and spectroscopy.

In 2025, the company generated sales of about €521 million with a staff of approximately 3,500 employees. In addition to its headquarters in Kassel, Germany, HÜBNER is operating at more than 25 locations around the world.

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