

Rising Star Award For Zerolight Recognises Development Of World's Most Advanced Car Configurator

Award recognises ZeroLight's real-time 3D visualisation technology which revolutionises the car showroom experience for customers specifying a new vehicle.

GATESHEAD, UK, April 8, 2015 /EINPresswire.com/ -- [ZeroLight](#), the creator of an advanced [car configurator](#) solution that will transform the way in which new vehicles are purchased, has been announced as a Rising Star Company at the Northern Tech Awards, in Leeds. The prestigious accolade is in recognition of the North East-based company's real-time 3D visualisation technology, on which its advanced car configurator solution is based.



ZeroLight virtual showroom car configurator developed using real-time 3D visualisation technology.

"Being named as a Rising Star Company by the Northern Tech Awards is an endorsement of the relevance of our technology to the global automotive industry and testament to the level of innovation currently taking place in the UK," says ZeroLight CEO Darren Jobling. "We have worked incredibly hard to deliver the world's best 3D car configurator solution of this type and are now on the verge of announcing our next commercial partnerships with car manufacturers."

ZeroLight uses proprietary real-time 3D visualisation technology to create an advanced car configurator solution in which graphically stunning vehicles can be customised to any specification, viewed from any position inside or outside and interacted with via a range of engaging features. The ZeroLight system, which features high graphical fidelity, a high frame rate and a rich feature set, gives customers a unique and interactive opportunity to specify their car purchase from a [virtual showroom](#), in which complete model and options ranges are displayed. As well as enabling customer choice, the system provides dealers with the opportunity to promote higher specification purchases because they can demonstrate and explain vehicle options that would not usually be available on physical demonstrator cars.

The Northern Tech Awards, presented by GP Bullhound, is an annual event that celebrates innovation, business excellence and leadership in the North of England, UK. Compered by Wired

UK Editor, David Rowan, the awards identify innovative technologies and businesses from the region, and recognise those who contributed to their success. The Awards judging panel consists of ex-Tesco Chief Executive Sir Terry Leahy; Chairman of The Perform Group plc Paul Walker; Laterooms founder Chris Allen; Innocent Drinks co-founder Adam Balon; and Mike Dimelow VP Strategic Business Development at leading semiconductor IP supplier, ARM.

Hugh Campbell of GP Bullhound says, "ZeroLight is an incredibly exciting Rising Star of our technology industry. Their next generation car configurator solution is delivering fast paced innovation to the major players in the global motor industry."

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