



PROJECT OVERVIEW

Honda FCX Clarity

CLIENT

George P. Johnson

DATE

November 2007

LOCATION

Honda Booth, 2008
North [American Auto Shows](#)

To introduce the world's first production hydrogen automobile, three interactive installations were integrated into the displays featured in auto shows throughout North America. The clean lines, colors, and forms of Honda's FCX Clarity inspired the visual language and hands-on interactivity of these installations. A 3-D model of the car became a controller for accessing facts about the technology behind the hydrogen [fuel cell](#) and gave visitors a sense of what it's like in the driver's seat of the FCX Clarity. An interactive map, visually integrated with a graphic wall panel, invited visitors to explore the future of hydrogen fueling stations in Southern California from 2008 to 2013.

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[FCX Clarity Fuel Cell Technology](#)

[FCX Clarity Virtual Test Drive](#)

[H2 Refueling Station Map](#)





HONDA FCX CLARITY

FCX Clarity Fuel Cell Technology

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A stylized model car provides the mechanism for looking into the heart of the first production hydrogen automobile and how its fuel cell converts hydrogen into energy and water.

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For the Honda FCX Clarity auto show exhibit, a simple yet richly textured interface with a tactile model shows the technology inside the Honda fuel cell—conveying both scientific facts and an emotional connection to the deeper processes at work within the car. As visitors push the semi-transparent car model forward, the haptic controller simulates acceleration and shows how the cell's efficient use of hydrogen fuel becomes electrical energy with only clean water as waste.

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HONDA FCX CLARITY

FCX Clarity Virtual Test Drive

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North American auto show attendees take a virtual test drive to learn about the technologies inside Honda's zero-emission, hydrogen-powered FCX Clarity.

On a large touch screen visitors choose which component within the FCX they want to learn about—the hydrogen tank, the lithium-ion battery, the fuel cell stack, or the electric motor—and by sliding a semi-transparent model of the car to different positions they can understand how the interplay of technologies works in different driving conditions. The full-screen motion graphics presentation exposes the inner workings of the V-flow driving system, while an in-dash display simulates the energy expenditure of the vehicle stopped, at startup, while cruising, or during deceleration.

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HONDA FCX CLARITY

H2 Refueling Station Map

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To show prospective Southern California lessees where they will be able to fuel the FCX Clarity, this interactive map plots prospective hydrogen refueling stations through 2013.

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This interactive—part of the Honda FCX Clarity auto show exhibit—lets the user glimpse a hydrogen-powered future in Southern California. An interactive map of Los Angeles County and the outlying area works in concert with a graphic panel to show visitors how expanding refueling stations will dot the landscape by 2013, making a hydrogen-fueled car practical for the general public.

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