



Press Release

Stertil-Koni to Debut Virtual Reality in Heavy Duty Vehicle Lifts at 2017 APTA EXPO – An Industry First

For Immediate Release

STEVENSVILLE, MD – September 27, 2017 – Heavy duty vehicle lift leader Stertil-Koni will debut a major industry first at the American Public Transportation Association (APTA) EXPO, held October 9-11 at the Georgia World Congress Center in Atlanta, where the company will unveil an exciting virtual reality (VR) experience for attendees – vividly showcasing the company’s pioneering advances in heavy duty vehicle lifts.



Here is what’s special: Attendees will for the first time get an unparalleled and previously inaccessible look – above and below ground – at the inner workings of a world-class inground telescopic piston lift, the DIAMONDLIFT, and a true vertical rise, clear-floor-concept platform lift, the SKYLIFT.

Leveraging its technological and engineering prowess, Stertil-Koni recognized that one of the most effective ways to engage the vehicle lifting world was to bring it all to life in a sophisticated, hyper-real computer animation via virtual reality (VR). Rising to the challenge, Stertil-Koni has designed a system whereby attendees at APTA will be able to wear special 3D goggles and see for themselves what happens in a sophisticated fleet maintenance facility and look first-hand above and below ground with 360-degree panoramic views.



To experience Virtual Reality in Heavy Duty Vehicle Lifting at the APTA EXPO, attendees can visit the Stertil-Koni booth #6633 in Hall C, where they will be able to see a broad range of the company’s vehicle lifting systems – mobile column lifts, the DIAMONDLIFT, the SKYLIFT and the ECOLIFT.

As for attendees using special 3D goggles, they will get an “up-close and personal” look at the recently introduced Continuous Recess option on the DIAMONDLIFT. It too is an industry first – one in which the lifting unit travels horizontally while fully retracted, making it easier and safer to lift a broad range of vehicles – notably those with low ground clearance.



The Continuous Recess system is ideal for trucks, buses and other heavy vehicles serviced at large transit maintenance shops and corporate fleet facilities.

VR participants can also get up close to the DIAMONDLIFT's additional features, such as the wide-variety of adapters that make lifting vehicles so much easier.

In addition, viewers can explore the Stertil-Koni SKYLIFT, a superior heavy duty platform lift that provides a "clear floor" concept for the end-user with a true, vertical rise. This product's distinctive design includes two independent runways and no crossbeams, overhang or base frame. VR spectators can venture along the SKYLIFT's Wash Bay model, which is fully water resistant and features hot tip galvanized platforms, ideal for cleaning the exterior and undercarriages of large vehicles.

Noted Dr. Jean DellAmore, president of Stertil-Koni, "Stertil-Koni is dedicated to designing exceptional vehicle lifting systems for our customers and then making our cutting-edge technology truly accessible. That is why we are so excited to unveil Virtual Reality at the APTA EXPO. The approach takes the customer where he or she could not go otherwise -- especially below the surface of inground lifts or along the runways of surface mounted lifts -- all with a 360-degree vistas."

At APTA, Stertil-Koni will display heavy duty vehicle lifts that are all fully "Buy America Compliant." There, visitors can see a real SKYLIFT, DIAMONDLIFT, ECOLIFT and wireless mobile column lifts in action.

And, attendees can try out the *ebright Smart Control System*, an extension of the concept of human-machine-interface (HMI), providing greater control of the vehicle lift in an electronic notepad-style control panel, available on mobile column portable lifts and the ECOLIFT.

About Stertil-Koni

Stertil-Koni, a brand of the Stertil Group, is the global market leader in heavy duty vehicle lifts – bus lifts and truck lifts – and is the preferred supplier to the world's leading companies in the truck and bus industries. Stertil-Koni's breadth of products meets all ranges of lifting needs and includes mobile column lifts, two-post, 4-post, inground piston lifts, platform lifts, half-scissors and its innovative axle-engaging, inground, scissor lift configuration, ECOLIFT. The DIAMOND LIFT is now available in a "frame" version, engineered specifically for concrete foundations

and ideal for replacement situations. Stertil-Koni is especially well known for its portable lifts (mobile columns) and high-performance in-ground and platform lifting systems. Stertil-Koni USA is headquartered in Stevensville, Maryland. Stertil-Koni has production facilities in Europe, in The Netherlands, and in the USA in Streator, Illinois.

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