Measurement Systems for Crash Testing

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Abstract

In recent years crash tests have helped to make automobile traffic much safer, thus dramatically reducing the death toll. Increasingly stringent future crash test requirements will continue to impose a growing cost burden on OEMs and their suppliers. By providing a one stop shop for all of the components from sensor through data acquisition to software, Kistler is making a decisive contribution to the future success and manageability of crash tests.

Main benefits for customers

- Seamless interaction between Kistler sensors, data acquisition and software
- Extremely high reliability of all components ensured by more than 30 years' experience in the development and manufacture of crash-proof products
- Local support, repair and calibration service in all important world markets

Why Kistler?

Crash tests will continue to increase in number and complexity in future. Test throughput can only be further boosted if all of the components from sensor through to control software function extremely reliably and are carefully matched to ensure seamless interaction. This is where Kistler's policy of focusing on the overall application right from the initial sensor, data acquisition system and software development stage comes into play. All of the components are repeatedly tested to ensure they function properly in the system as a whole.

Biography

Mr. Joe Ong is the General Manager responsible for expanding the Company's Southeast Asia operations. With more than 20 years in consultative selling of advanced technologies, his vast experiences include business strategy, business development, systems integration, marketing and sales.

Mr. Ong brings to Kistler his years of experience in the field of military, aviation/aerospace, transportation and security industries. He has held various positions in sales and business development in the Asia Pacific region.

As the Head of Sales for Kistler Southeast Asia, Mr. Ong leads all the three divisions namely Automotive Research and Testing (ART), Industrial Process Control (IPC), and Sensor Technology (ST). He is also personally responsible for the Strategic Business Field – Vehicles which covers Vehicle Dynamics and Durability Testing, as well as Vehicle Safety.

Mr. Ong holds a Bachelor of Arts (Honors) degree from the University of Portsmouth, UK and a Bachelor of Science degree from Central Queensland University, Australia.