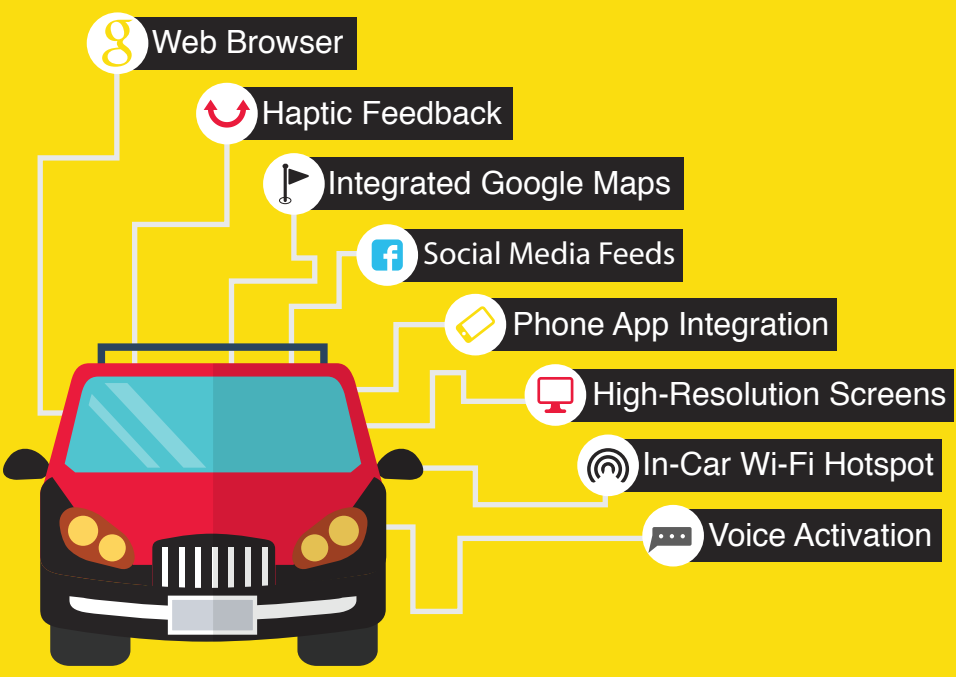
5 TRENDS FOR AUTOMOTIVE HMI Cosmos 2015

1 Infotainment

What's Hot?

Customers demand to be connected in their vehicles, and manufacturers are keen to provide better, more exciting services to differentiate their brand and stay ahead of the competition.



Signs Infotaiment Systems are Hot

10% of the price of buying a new car

22% growth of global automotive infotainment processor revenue by 2018

25% auto head unit infotainment processor chips revenue growth by 2018

2 Wireless

Wireless Communication is a key enabler for vehicle connectivity.
Manufacturers are incorporating wireless communications into both economy and luxury models.

32% of global cars smartphone-connected by 2017

3rd fastest-growing connected device

90% of cars will be Internet connected by 2020

$98.42 billion market by 2018

010110
110101
101001
10m lines of code per car

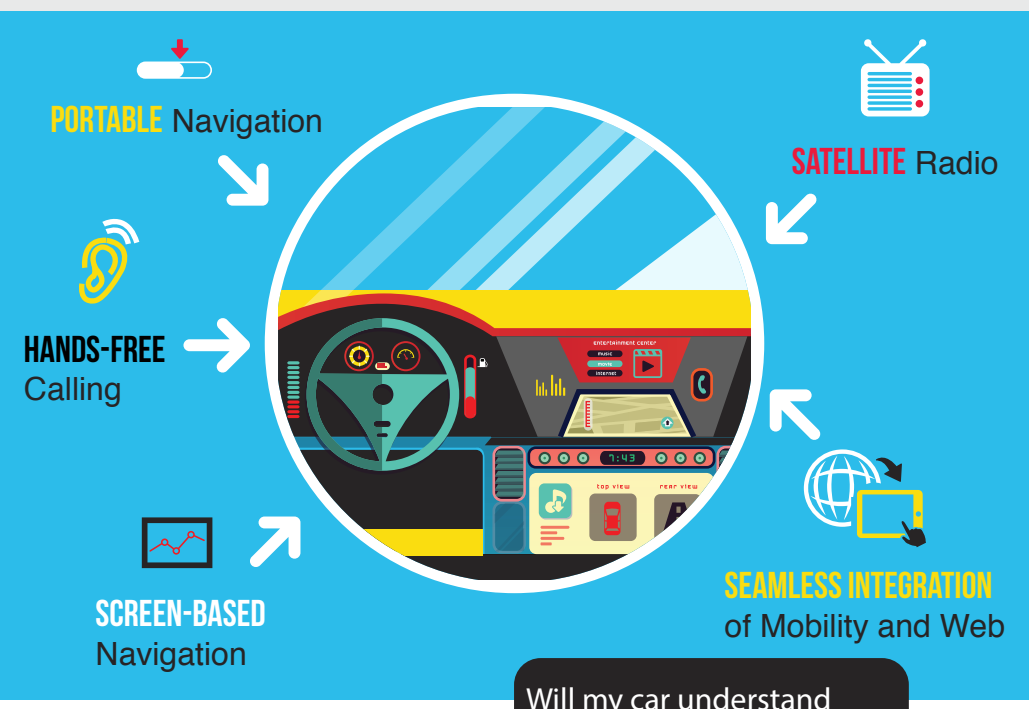
83% of cars crashes can be avoided by using connected vehicle tech

70% of U.S. cars smartphone-connected by 2017

3 Telematics

Will our cars be smarter than smartphones?

Communication technologies will enable ubiquitous connectivity to the internet from car dashboards.

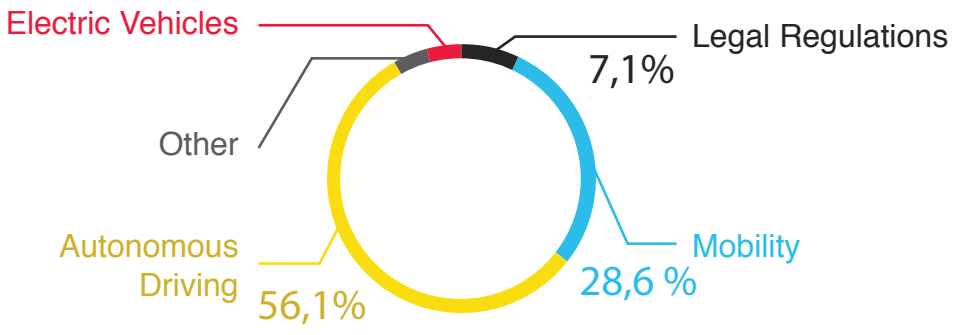


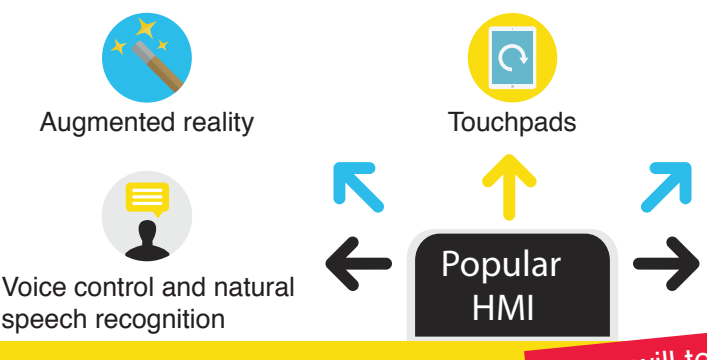
Will my car understand my voice and gestures?

4 Human Machine Interface

The combination of meaningful interactions e.g. gesture and voice recognition is the key to getting the best out of HMI in a car.

Trends Influencing Vehicle HMI





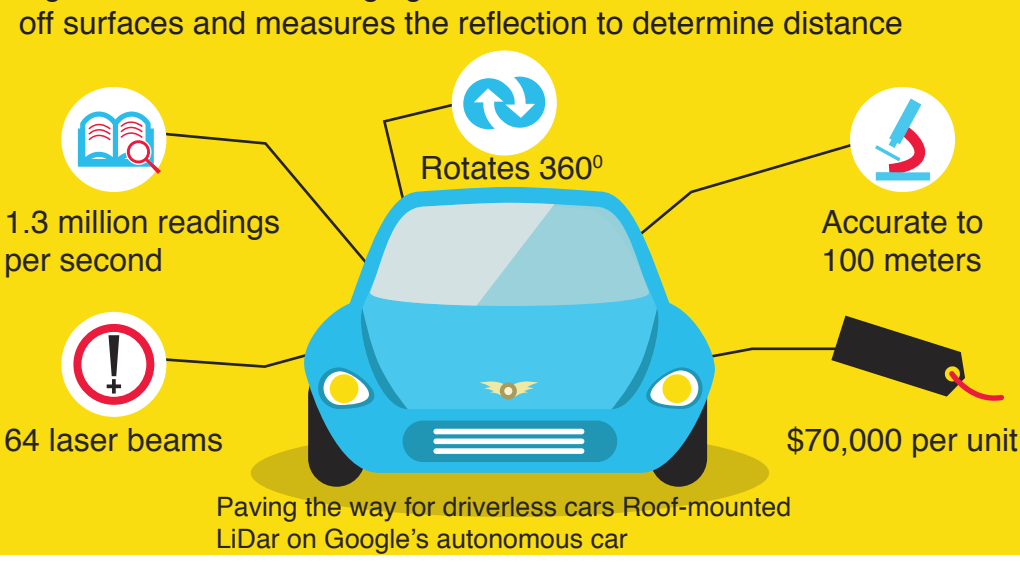
How will tech help cars detect and avoid obstacles?

5 Self-driving

Currently used on self-driving vehicles, LiDar will help our cars see everywhere at once

LiDar

Light Detection and Ranging - laser-based tech that bounces a beam off surfaces and measures the reflection to determine distance



Paving the way for driverless cars Roof-mounted LiDar on Google's autonomous car

Are you interested in learning more about Connected Cockpit Solutions, Graphical User Interface, UX and Usability, Data Security and Automated Drive? Join us at Automotive HMI Cosmos from 28 September – 01 October 2015 – Mainz, Germany.

Download the Agenda
Get the full speakers list andprogramme, including talks and workshops

Automotive HMI COSMOS