As thought leadership, open collaboration and validation of ideas are key to the future BoF. The working group will have regular presentations and webinars by industry professionals. The slides and perhaps even recordings will be made available.

Common challenges, guidelines, concerns, standards, architectures...will be documented in the form of briefs or white papers.

Education and training materials for software developers and architects may be created.

Data and interface specifications that facilitate and accelerate or otherwise improve vehicle experiences will be informed, created and/or updated, especially those of the Data Expert Group-
INTRODUCTIONS

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The Future of Automotive UX
The Future of Automotive UX
MULTI MODAL IMMERSIVE EXPERIENCE

INPUTS
- TOUCH
- SOUND
- IDENTIFY
- ACCESS
- GAZE
- GESTURE
- BRAIN WAVE

OUTPUTS
- DISPLAYS
- SOUND
- LIGHTING
- HAPTIC
- PROJECTION
- THERMO ELEMENTS
- SMART SURFACE
ENABLERS FOR PROGRESSION

ADAS TECHNOLOGY
- Auto Drive advancement
- Handsfree Driving

CONTENT ECOSYSTEM
- Multi-media
- Productivity
- Gaming

CONNECTIVITY
- 5G
- V2X
- Smart Cities
- IoT

AI
- Sensor-based AI
- Contextual awareness
- Situational awareness
- Persona
- Feedback
COCKPIT PHILOSOPHIES

Features Packed

Progressively Simplified

Experience Centric

Driven by Progressing levels of autonomy
**Cockpit Philosophies**

**Features Packed**
- Proactive Advocate
- Intelligent Identification
- On-Demand Content
- Connected with IoT

**Progressively Simplified**
- AI driven interaction
- Subdued Drive Information
- Smart Surfaces
- Contextual Content

**Experience Centric**
- Immersive Moments
- Minimal Cognitive Load
- Focus on non-driving usecases
- Deep V2V Collaboration
The Future of Automotive UX

IS YOU!

Thank you & Stay Tuned

See you online and at CES 2024