

INFOTAINMENT SERVICES

Connected and User-friendly

Trending

Advancements in Connected Autonomous Shared and Electric (C.A.S.E) vehicles have brought in digital revolution to vehicle interiors with integrated displays for infotainment and instrument cluster becoming a norm.

An increasing demand for a great, digital user experience is also driving the transformation from analogue car dashboards towards a multi-screen and multi-modal digital experience for drivers and passengers.

Automakers are also moving towards ECU consolidation as it is an important step in the automotive industry's transition towards the software-defined vehicle and to share resources, eliminate components and reduce associated costs.

Opportunities & Challenges

The dynamic technology advancements makes it challenging to maintain the lifecycle of in vehicle infotainment systems.

Another key challenge comes with providing HMI solutions across various digital displays that minimise driver distraction and are user-friendly.

A single powerful ECU can execute functions of several systems. But it is the complex software architecture that enables ECU consolidation as a step towards software defined vehicle.

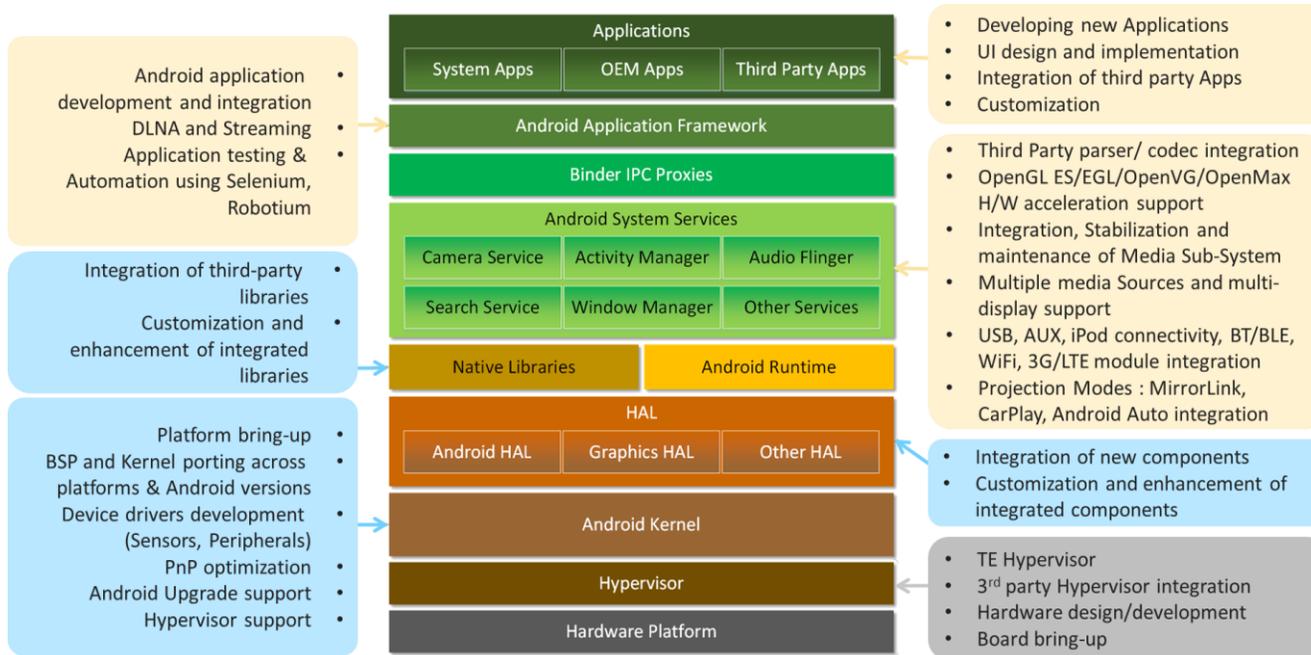


Benefits for Consumer

- Touchscreens and digital menu systems replace rows of mechanical buttons and knobs, providing clear and accurate real-time information at a glance, with minimal attention from the driver.
- ECU consolidation increasing the energy efficiency and reducing the cost of ownership of the vehicles.

INFOTAINMENT SERVICE FRAMEWORK

Android Services



Differentiators

- Partnership with Google enabling access to pre-release Android Versions and QNX as a Value Added Integrator
- Platform agnostic eCockpit Solution integrating ADAS features like RVC, Face Recognition and Gesture Control with scalable, portable and reusable architecture

Cases

- Digital Cockpit Controller solution facilitating simultaneous working of Infotainment, Instrument Cluster and ADAS functionalities real time from a single SoC for an OEM in Asia
- Infotainment Head Unit and Instrument Cluster Development with OEM program ownership for a Tier-1 in US