

CASE STUDY

E-Cockpit for CES 2020 : Design an IC and IVI solution for a **completely button-less** environment

CHALLENGE

Design an **IC and IVI solution** for a completely button-less environment. It has to reduce driver distraction and also be a very easy-to-use system which has to be used while user is engaged in active driving

KEY FEATURES

- **Voice based interactions** add a whole new dimension to the user experience.
- The QT based cluster featured a **retro-dial based design** with multiple modes where-in the speed text would remain in a fixed position rather than going up or down
- The Android based IVI featured a widget/card based interface which had the most used features in the home screen itself, providing the user with a very **'easy-to-reach' system**.

