

AUTOMOTIVE

Infotainment systems up sophistication at CES 2018

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Mercedes reveals its new infotainment system at CES 2017. Image credit: Mercedes

By BRIELLE JAEKEL

High-end automakers Mercedes-Benz and Jaguar Land Rover are among the many brands to unveil innovative infotainment systems to cater to growing consumer demand and blossoming technology.

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This year's Consumer Electronics Show, taking place Jan. 9-12 in Las Vegas, has been rife with numerous brands revealing intricate and futuristic infotainment systems and new ways of connectivity. Both Mercedes and Jaguar are weaving new technologies that are gaining traction outside of vehicles today into the driving experience to stay on top in the rapidly evolving automotive industry.

"Jaguar Land Rover customers demand some of the most premium experiences the automotive industry can offer, and using our most advanced automotive platform available will help meet such high expectations," said Nakul Duggal, vice president of product management at [Qualcomm Technologies, Inc.](#), San Diego who is partnering with Jaguar.

Advancements in automotive

While autonomous driving solutions and electric powered engines seem to be the flashy themes that auto brands are gravitating to recently, consumers are more interested in the technology happening inside their vehicle's dashboard.

Augmented reality, high-speed WiFi, voice control and artificial intelligence are technologies that consumers interact with on a daily basis in their homes and outside of their vehicles. Brands such as Mercedes and Jaguar are innovating to bring more modern technologies such as these into their dashboards and infotainment systems.

Jaguar announced during CES that it is partnering with Qualcomm Technologies Inc. to incorporate its suite of integrated circuit solutions, named Snapdragon, into its vehicles. The tech company and Jaguar will be leveraging the solutions' technology for smartphones to create new infotainment and connectivity services for vehicles.



Jaguar's current interior for its XE. Image credit: Jaguar

The automotive brand's goal is to create a seamless and immersive connected experience in future cars, with 4G technology and hopefully 5G. The partnership will also be developing solutions that will help Jaguar Land Rover vehicles become more aware of their surroundings to help with driver assistance technologies.

Mercedes has unveiled its MBUX system in Las Vegas as well, showing off its adaptive infotainment system that will learn to adjust to the user over time through AI.



Mercedes' infotainment presentation. Image credit: Mercedes.

The new MBUX will also include a new high-resolution wide touch screen and a futuristic navigation system equipped with augmented reality. Following in the footsteps of popular in-home AI such as Amazon Echo and Google Home, the infotainment system will leverage voice control activated by the phrase, "Hey Mercedes."

Panasonic also announced at CES that it is working with Google to equip vehicles with similar advancements in infotainment and bring the use of Google Assistant into dashboards.

The electronics company is also partnering with Amazon to bring its Alexa technologies to the automotive sector, which would allow for drivers to manage media and navigation as well as heating and air conditioning via voice control.

Industry innovation

Hyundai's Kia has also announced it will be partnering with Google for Google Assistant integration.

German automaker Audi is appealing to drivers that rely on Android operating systems in a new partnership that also embeds Google into its dashboard.

During the Google I/O developer conference on May 17 last year the automaker showcased the new Audi Q8 sport concept technology platform. The interface will allow users to interact with various Google applications through Audi's infotainment system, without having to need a smartphone ([see more](#)).

German automaker BMW demonstrated its commitment to creating innovative and intuitive technological advances in the auto industry with a futuristic unveiling at CES.

On Jan. 8, ahead of the general admission period of Las Vegas' International Consumer Electronics Show, BMW revealed a new driver interface for its cars of the future in which consumers can control their vehicles by touching

the air. BMW's HoloActive Touch System is its concept for a future operating platform that exists in a hologram-like form, using cameras and motion sensors to interact with drivers ([see more](#)).

"As computing and connectivity innovations continue to be critical components to next generation vehicles, we look forward to working with Jaguar Land Rover in delivering premium in-vehicle experiences for their customers," Qualcomm's Mr. Duggal said.

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