

AUTOMOTIVE

Audi highlights in-car innovation in new short film

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Audi's in-car technology is focused on innovation. Image credit: Audi

By DANNY PARISI

German automaker Audi is delving into the in-car user interface of its latest vehicles through video.

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The effort eschews flashy visuals or narrative in favor of a straightforward look at the innovative features included in some of Audi's high-end models. Luxury automobiles are often seen as equal parts lifestyle product and precise works of engineering, leading luxury auto brands to highlight the exact specifications of their products more than other sectors.

"I'm a huge fan of the Audi MMI touchscreen," said Lauren Fix, automotive expert, the [Car Coach](#), Lancaster, NY. "It works as stated, state of the art and give drivers feedback that there is a change.

"Some brands systems are difficult to use and take time to learn. Explaining the thought process is good for consumers that don't want hype but want the facts."

Man machine interface

Audi has always prided itself on the high level of engineering and precision that goes into each car.

But engines and wheels are only one side of the design process. In Audi's new video called "Audi Tech Defined: Man Machine Interface," the brand highlights some of the digital technology that goes into the making of an Audi car.

For example, with MMI, customers can speak out loud to interact directly with their car. A driver can simply say, "Take me to the theater," and the car will automatically pull up the GPS on the digital display and begin navigation to the nearest theater.

Audi Tech Defined: Man Machine Interface

Other tricks include handwriting recognition through which drivers can reach over and draw the letters of a word on the display. The car will then recognize the word and perform the appropriate command.

For example, a driver could write "bar" and be taken to a nearby bar.

The digital interface is also equipped with haptic feedback, the combination of vibrations and other design tricks to

make the pressing of a digital touchscreen button have the same feeling as pressing a physical button.

Forward-looking

Audi's 100 percent touch-optimized systems will be equipped on many of its luxury vehicles, giving customers the type of high-end digital experience they have come to expect from the automaker.

The company has always been forward-looking on the technology level, but Audi has also recently looked to modernize its production efforts as well.

Audi is looking to reduce its carbon footprint with the opening of the first CO2-neutral production plant in the premium segment.



Audi's in-car interface. Image credit: Audi

The brand's new production facility in Brussels, Belgium will be dedicated to electric models, including the manufacturing of Audi's first fully electric series model. As climate change becomes an increasingly pressing issue, brands are finding ways to reduce their own impact both in product design and production ([see story](#)).

This forward-looking philosophy has also influenced the brand's marketing campaigns. Recently, Audi employed the biggest believers to help foster faith in the future of driving technology in an ad spot.

Airing in the United Kingdom, Audi is using children to help spread belief in future driving technologies. The young consumers are more likely than anyone else to be open to new beliefs, which is why Audi is looking to them to help nourish curiosity ([see story](#)).

"The in-car interface is critical in a luxury vehicle," Ms. Fix said. "This type of client expects the best, state-of-the-art technology to make driving less stressed and less distracting."