

AUTOMOTIVE

Jaguar Land Rover developing solution to combat motion sickness

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Jaguar's E-Pace includes settings that help combat carsickness. Image courtesy of Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover is aiming to make car travel more comfortable for passengers by rolling out technology that personalizes cabin and driving settings to prevent motion sickness.

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Following research, Jaguar Land Rover has developed an algorithm that can assess a rider's wellness and adjust accordingly to reduce nausea. A number of the company's vehicles are already outfitted with solutions to combat motion sickness, but this first phase of research will lead to further innovations in Jaguar Land Rover cars.

"This cutting-edge research has created a solution that, with its solid scientific foundation, can make traveling enjoyable, regardless of your susceptibility to motion sickness," said Steve Iley, chief medical officer at Jaguar Land Rover, in a statement. "As a parent of young children, who are most susceptible to car sickness, I am particularly excited by the benefits this research can have in making long journeys comfortable and stress-free for families."

On the move

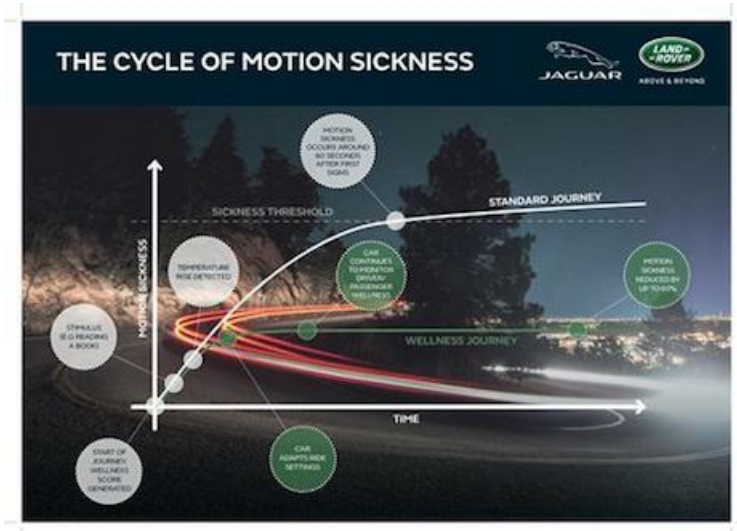
More than 70 percent of people experience motion sickness. This sensation is caused when what is being felt by the inner ear does not match what the individual's eyes are seeing, such as when looking down at a device or reading.

Jaguar Land Rover has analyzed 15,000 miles worth of data to help it develop self-driving cars that will not need to make as many steering corrections, preventing the feeling of nausea for passengers.

Based on biometric data, Jaguar Land Rover vehicles will be able to assign every passenger a "wellness score." When combined with driving data, the car will be able to tell when a rider is feeling ill.

Jaguar's E-Pace has 26 different seat positions, allowing riders to adjust their chair so that they are eye-level with the infotainment screen. The model also has self-cooling seats, which can also reduce discomfort for passengers.

The automaker says its technology has been able to reduce motion sickness by 60 percent.



Jaguar Land Rover's research focuses on reading data to prevent car sickness. Image courtesy of Jaguar Land Rover

As autonomous cars take off in the future and passengers are less likely to be behind the wheel, motion sickness prevention will become more important.

Jaguar Land Rover began real-world testing for autonomous vehicles in 2016. By 2020, the automaker plans to have a fleet of more than 100 research automobiles for development and testing of Connected and Autonomous Vehicle technologies ([see story](#)).

"As we move towards an autonomous future where occupants will have more time to either work, read or relax on longer journeys, it's important we develop vehicles that can adapt to reduce the effects of motion sickness in a way that's tailored to each passenger," said Spencer Salter, wellness technology researcher at Jaguar Land Rover, in a statement.

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