

AUTOMOTIVE

Mercedes-Benz introduces space-age touchscreen for new EQS

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The new MBUX hyperscreen stretches almost across the width of the car. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes Benz** has unveiled the giant digital MBUX hyperscreen that will appear on the dashboard of the new EQS electric sedan which hits the market this year.

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The 56-inch digital infotainment display on the dashboard is expected to be a signature feature of the EV and stretches almost across its entire width. Acting as the EQS's nerve center, the touchscreen display relies on OLED technology and artificial intelligence to provide an operating system for the driver and passengers.

"The MBUX Hyperscreen is both the brain and nervous system of the car", said Sajjad Khan, chief technology officer on the board of management of **Mercedes-Benz AG**, in a statement. "The MBUX Hyperscreen continually gets to know the customer better and delivers a tailored, personalized infotainment and operating offering before the occupant even has to click or scroll anywhere."

Electric infotainment

As part of the system, several displays blend together to create a curved screen band at the front of the EQS. Air vents are also included on this digital surface as are central controls. In addition, the front passenger benefits from his own digital display and operating area, which allows for the watching of videos and other entertainment functions.



Another view of the technology. Image credit: Mercedes-Benz

The hyperscreen marks the most advanced version of Mercedes-Benz's user experience software, which has simplified the operation of a Mercedes-Benz radically. Unveiled in 2018, there are more than 1.8 million Mercedes-Benz passenger cars equipped with it.

Intuitive and easy to operate, the system offers more than twenty functions focusing on a range of personalized suggestions.

It will, for example, issue a birthday reminder or prompt the passenger or driver to make a call based on suggestions linked to a computer profile. It also tracks seats' massage and heating functions, offering to turn them on if they are used frequently.

Thanks to what Mercedes-Benz describes as the system's zero layer, passengers do not have to scroll through submenus or give voice commands.

The first electric luxury sedan from Mercedes-Benz, the EQS will start production in the first half of 2021 in Factory 56 at the Sindelfingen site in Germany.

More than 20 plug-in hybrid model variants are already an integral part of the Mercedes-Benz product portfolio and the company plans to expand this portfolio to include more than 25 model variants by 2025 ([see story](#)).

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