



REFLECTIONS 2019



David Holecek
Volvo Car Group

APPLE ARE NEVER AT CES...



...BUT THEY STOLE THE SHOW...



What
happens
on your
iPhone,
stays
on your
iPhone.

apple.com/privacy



...AND DELIVERED SOME OF THE BIGGEST NEWS



Samsung
Sony
LG
Vizio
...and more

AUTOMOTIVE PERSPECTIVE





**KEEP
CALM
AND
CARRY
ON**

MERCEDES-BENZ CLA 2019



EQ Electric Intelligence

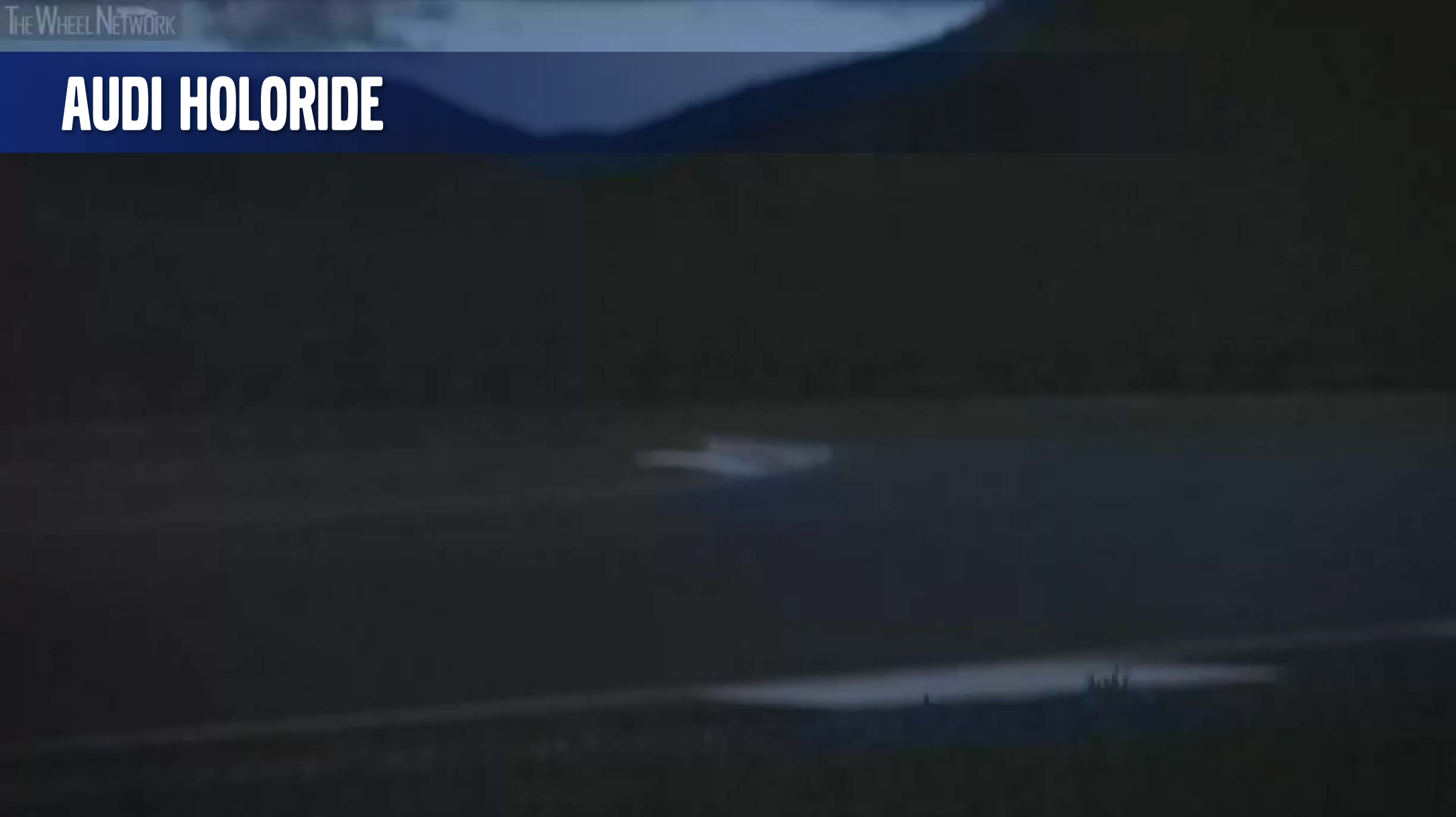
World Premiere
The new Mercedes-Benz CLA



M-B CLA INTERIOR



AUDI HOLORIDE



BYTON M-BYTE GOING INTO PRODUCTION Q4 2019?



BYTON INTERIOR



"Not in the line-of-sight of the driver"

PEEK-A-BOO





×



DIGITAL ASSISTANTS



amazon alexa

AUDI

"Alexa, what new skills do you have?"

"Alexa, lock the front door."

"Alexa, who's my next appointment?"

"Alexa, what's my next appointment?"

BUILT ON AWS

SPONSOR

ON THE GO



aws is how

aws

ON THE GO



LET'S GO FOR A RIDE... AGAIN



BMW SELF-DRIVING MOTORCYCLE



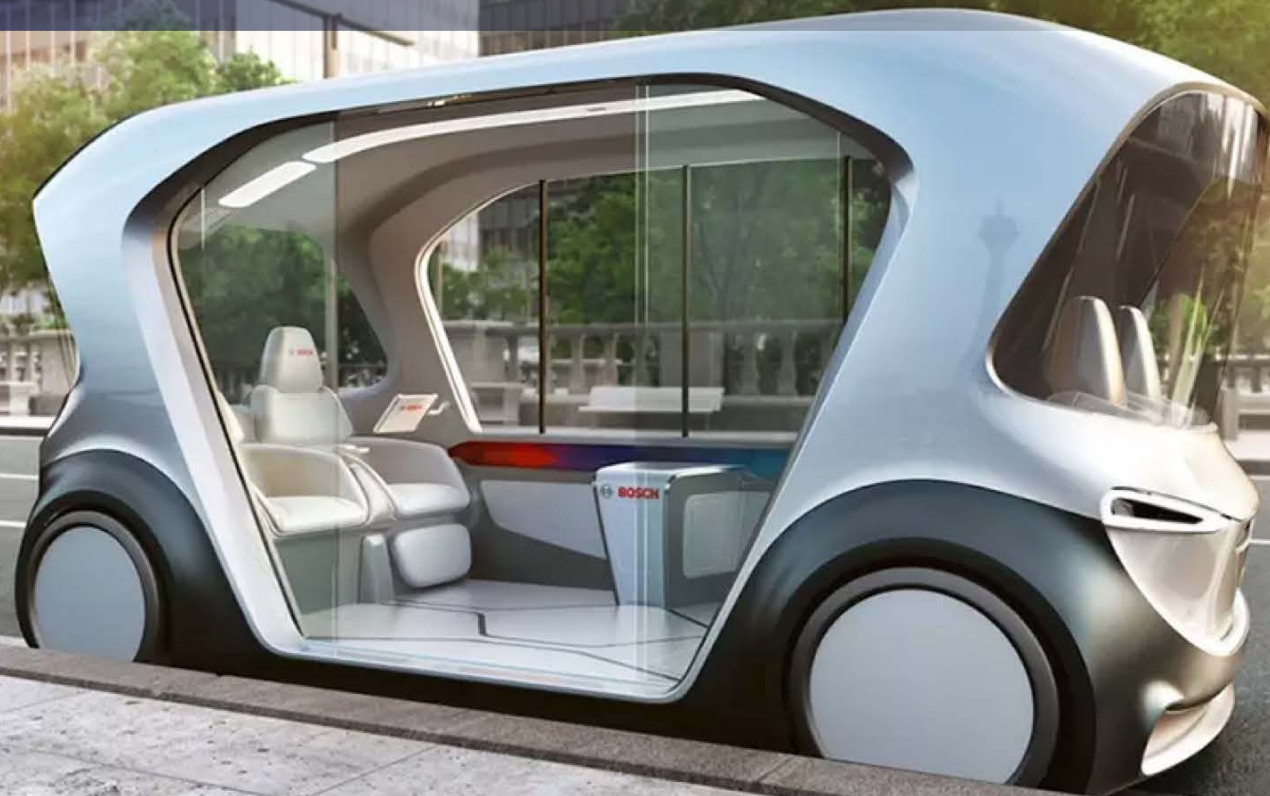
BELL TAXI DRONE



HYUNDAI WALKING CAR

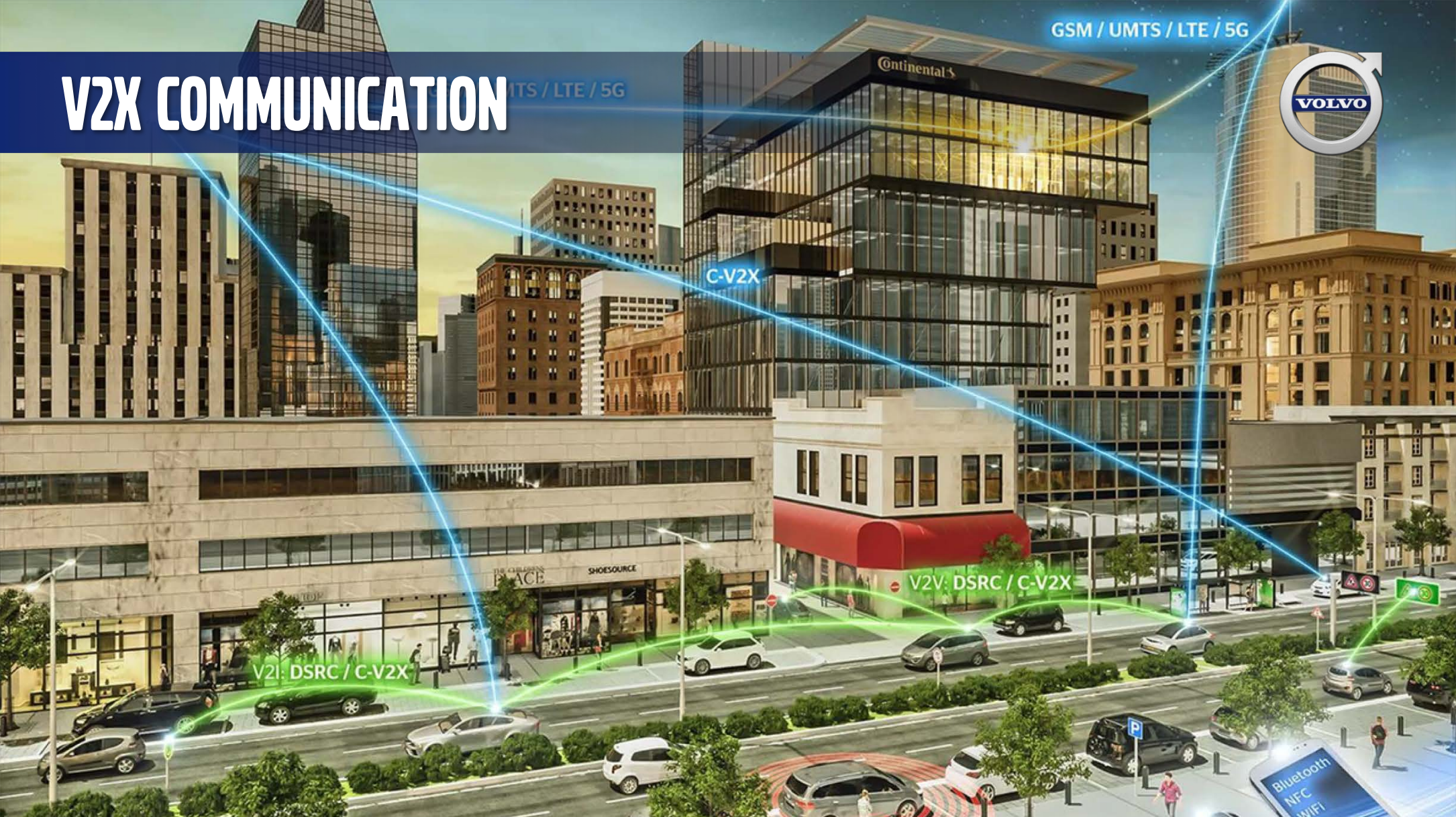


AUTONOMOUS PODS



V2X COMMUNICATION

GSM / UMS / LTE / 5G



GSM / UMS / LTE / 5G

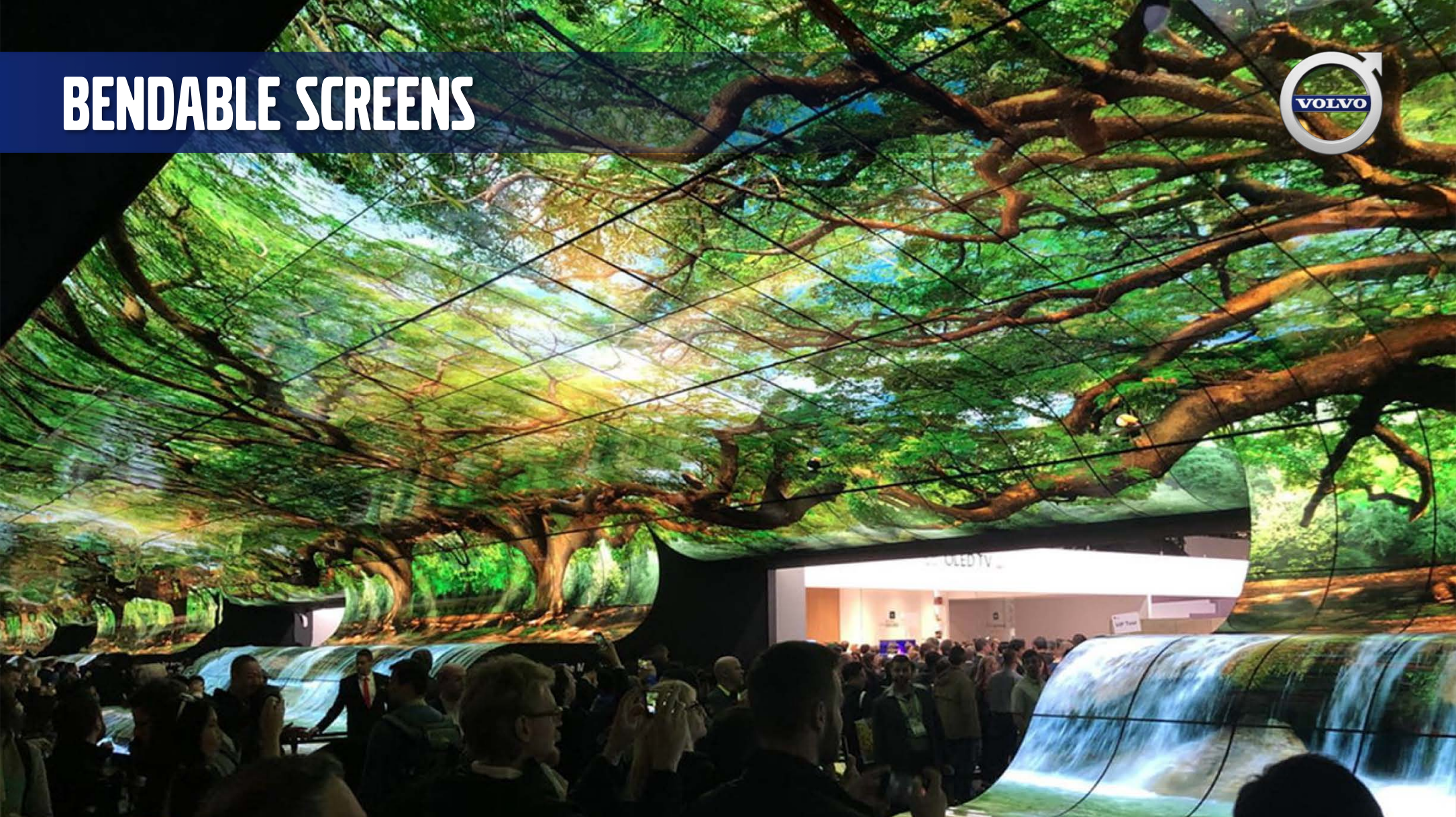
C-V2X

V2V: DSRC / C-V2X

V2I: DSRC / C-V2X

Bluetooth
NFC
WiFi

BENDABLE SCREENS



BENDABLE TVS



BENDABLE PHONES



BENDABLE... EVERYTHING?



SHARK DRONE! 😊

VOLVO



SUMMARY



CES

Consumer
Technology
Association

- Updated evolution
- Digital assistants expected
- Bendable screens

Bendable
screens

5G

Autonomous
cars

Digital
Assistants

