

V O L V O



REFLECTIONS 2020



CES2020 Reflections, David Holecek, Security Class: Public

24 Jan 2020

V O L V O

Veni, vidi, vixi

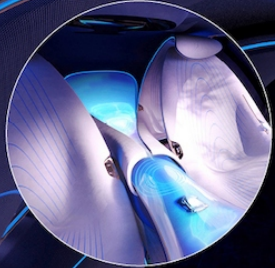
V O L V O

Mercedes vision AVATR



Mercedes vision AVATR

3D Sound with sound source localization



“Child Connect” function
“Magic Pool” | Learning oriented gaming



Hand UI projection

Vital function recognition via seats | Haptic feedback

Sustainable materials

VOLVO

Byton M-Byte



VOLVO

Byton M-Byte



VOLVO

Amazon-backed Rivian



VOLVO

Amazon-backed Rivian



V O L V O

Sony concept car



VOLVO

Sony concept car



VOLVO

Hyundai/Uber helicopter



V O L V O

Toyota woven city

VOLVO

Bosch virtual visor

V O L V O

Forciot – stretchable electronics



V O L V O

Google

Hey Google



VOLVO

Volvo XC40 Recharge – Android Automotive and Google services



V O L V O



Summary of automotive reflections

3rd intermediate year – the tech industry lacks new ideas.

5G is a given, but no new use cases.

AD mostly MIA, with launch timings severely pushed.

Automotive identity crisis.

Clear trend to hide/integrate displays, touch controls and audio.

Ultrawide dashboard displays.

New vision- and sensor fusion-based solutions.



P [16.4]

R [-9.5]

Distraction Level VOLVO

Drowsiness Level

[Y: 7] [Z: 576]

Y: [-4.0] P: [28.0]

BABY

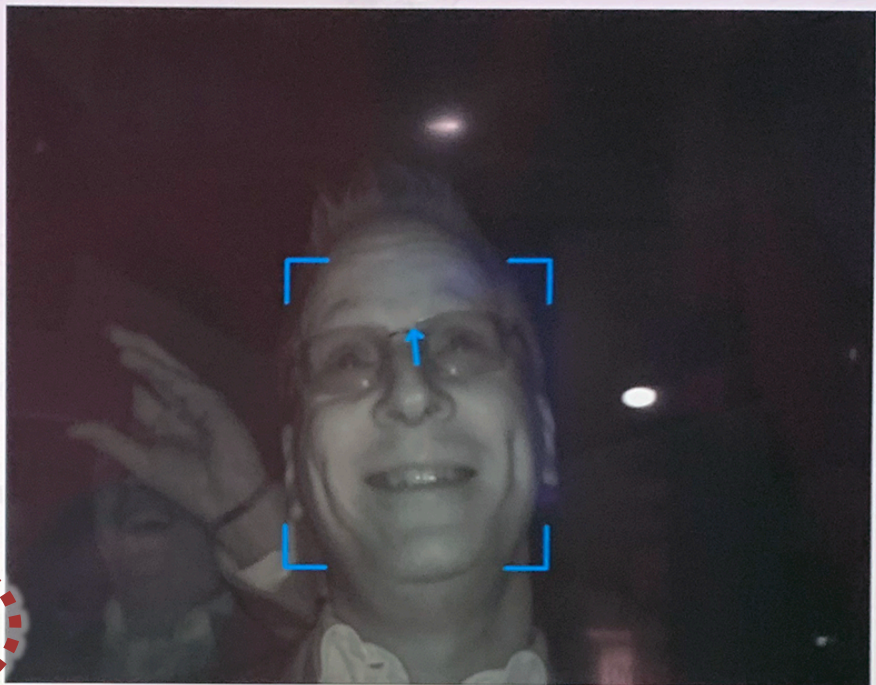
CHILD

ADULT

MALE

FEMALE

?



NEUTRAL

HAPPY

SAD

SURPRISED

DISGUSTED

FRIGHTENED

ANGRY



v.001.04M51





Thank you!