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REFLECTIONS 2021

CES2021 Reflections, David Holecek, Security Class: Public

29 Jan 2021

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The best thing about going all digital...

...was that all keynotes were limited to 30 minutes.

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Mercedes MBUX Hyperscreen

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BMW ’celebrating’ iDrive 20 years

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BMW Digital Key Plus

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BMW Intelligent Personal Assistant

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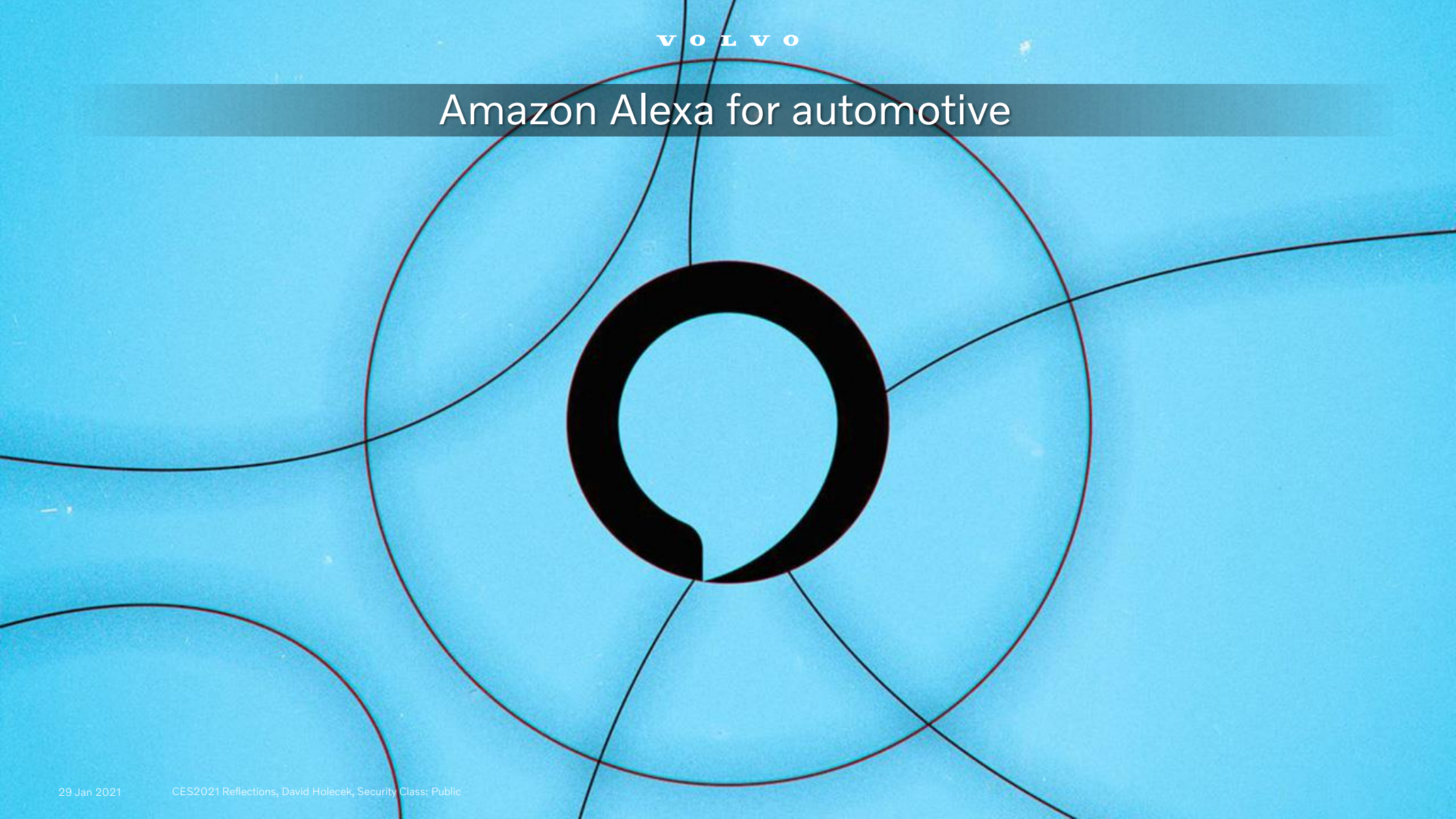
Amazon Alexa for automotive



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Cadillac Lyriq

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Cadillac Lyriq

Cadillac Celestiq teaser

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Cadillac pod concept

Cadillac VTOL concept

Sony Vision-S roadtested

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Panasonic AR Head-Up Display

One more thing…

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Apple car – Hyundai rumours

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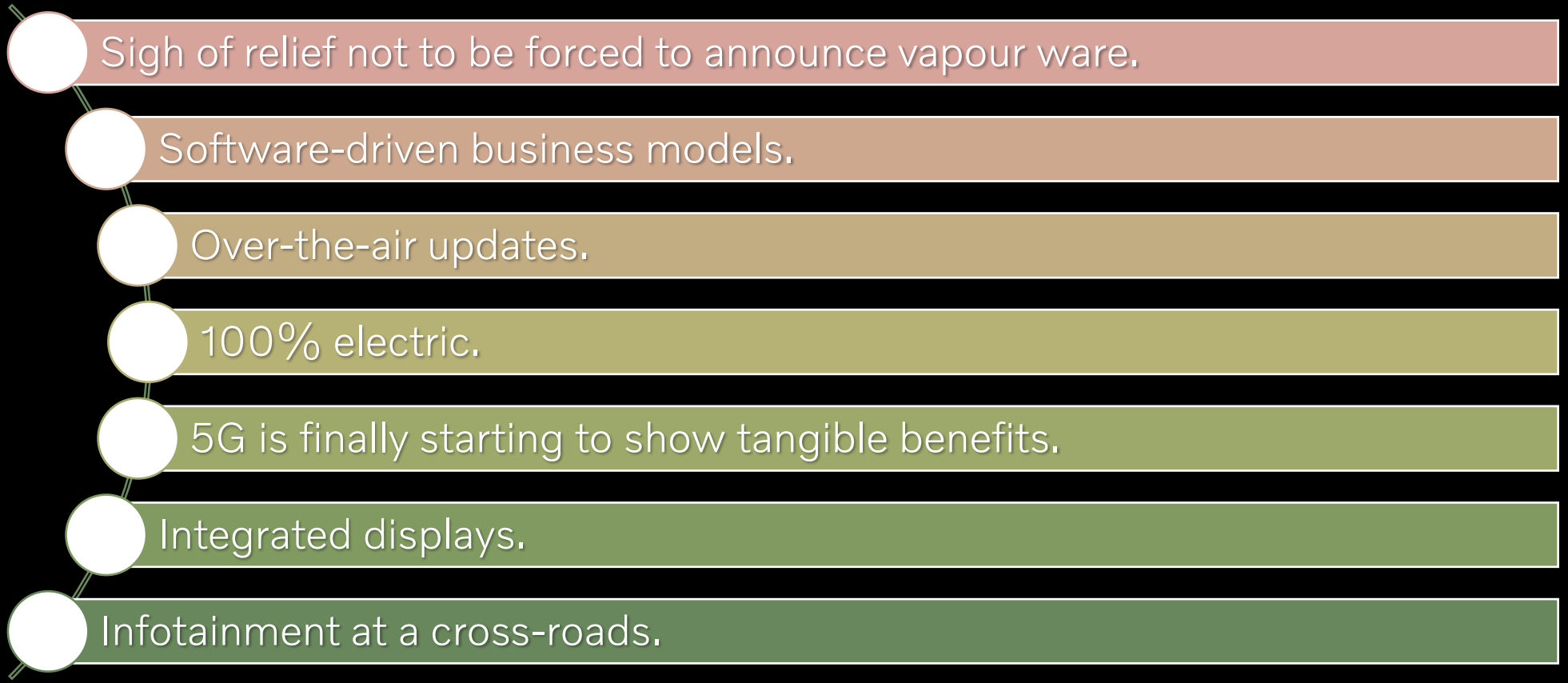
Summary of automotive reflections



Thank you!