



## Trends that will continue to emerge and be hot topics:

- Technology features and communications devices will be made available to drivers and passengers using functional enhancements such as improved natural language voice commands and hand gestures capabilities.
- The advancement of in-car technologies that cause concern for “distracted driving” will need to be addressed.
- Enhanced heads-up displays may soon become the norm rather than the exception.

## Automotive OEMs take center stage

Many of the newest, most innovative technology features at the Consumer Electronics Show this year came from automotive OEMs and suppliers. Throughout the Las Vegas Convention Center, there was a continued evolution of automobiles geared toward advanced, hands-free communications and functionality.

Automakers clearly have a much more significant presence at CES as vehicle technology becomes even more synonymous with consumer electronics.

### Vehicles

CES is becoming a mini-version of the Detroit and Los Angeles auto shows with several new vehicles on display. Kia chose to debut its Naimo EV at the show, touting the vehicle’s User Centered Driving (UCD) telematics concept.

With the Naimo, all vital information like speed and battery status are provided in a digital heads-up display rather than in a traditional gauge cluster. The new display offers augmented reality features such as navigation and directions.

The 2013 Ford Fusion was labeled the “Official Car” of CES given its display. The Ford Fusion is offered in three variants—standard gasoline, hybrid-electric, and plug-in hybrid. The plug-in version, called the Fusion Energi boasts the equivalent of 100 miles per gallon.

All Fusion models feature technology typically found in luxury sedans and are industry-firsts for the mid-size car segment, including Lane Keeping Assistance and an improved version of MyFordTouch with improved speed and voice recognition. The Fusion also allows for the incorporation of additional apps through the system.



*Technology in vehicles continue to emerge*

### In-vehicle communications

While Ford continues what it started with SYNC and MyFordTouch, other OEMs had plenty to display in terms of in-vehicle communications at CES. Mercedes announced its Mbrace 2, which includes a number of new apps that allow Mercedes-Benz drivers to post Facebook status updates and navigate to destinations using Google Street View—all safely while on the go.

**Morpace Inc - Headquarters**  
31700 Middlebelt Rd #200  
Farmington Hills, MI 48334  
T 248.737.5300  
F 248.737.5326



Audi announced that it has selected NVIDIA's Tegra 3 mobile processor to power in-vehicle infotainment systems and new digital instrument clusters across its full line of vehicles worldwide in 2013.

The growing trend with automakers includes a new style of heads-up display in its vehicles. No longer is the heads-up display the novelty consumers were introduced to in the early 1990s. Rather, these displays show vital driving statistics while overlaying navigation and infotainment information.

Both OEMs and supplier companies, such as Pioneer, displayed these systems at the show. Mercedes went a step further and incorporated augmented reality technology, allowing the driver to control the information seen in the display simply by using hand movements. While not necessarily planned for immediate production, this provides us with an interesting glimpse into the future.

## Apps

While most car companies are bringing apps into the vehicle by replicating the smartphone experience, OnStar is offering developers the ability to access its key services to develop new apps.

The first to do so is RelayRides, a neighbor-to-car sharing service. Using OnStar's existing API, the app allows car owners to remotely unlock their vehicles after the person renting the vehicle arrives. In addition, the vehicle can be remotely tracked so that an owner can see where a renter has driven their car.

OnStar has also teamed up with Verizon Wireless to unveil a "second-generation connected research vehicle" based on the Chevrolet Volt. The vehicle is connected to the cloud via Verizon's 4G LTE network and will be used to develop new services for OnStar's Advanced Telematics Operating System (ATOMS).

Through the 4G connection, the vehicle can stream home and Web content into the vehicle through separate zones, which means the driver and individual passengers can stream different content at the same time.

The bar was raised this year for OEMs who wanted to display the latest and greatest in automotive technologies at the world's largest technology convention. Clearly, consumers demand more from automakers to provide convenient in-car technologies.



*For more information,  
please contact **248.737.5300**  
[information@morpace.com](mailto:information@morpace.com)  
[www.morpace.com](http://www.morpace.com)*