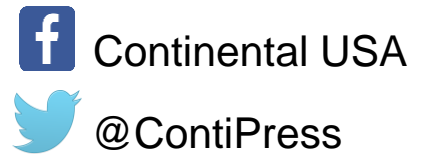




## Inside the User Experience

### Design & Safety Through Smart Surfaces



Jens Brandt, Vice President, Instrumentation and Driver HMI  
Interior Division, Continental, North America

# The State of HMI

## What do consumers want?



Communication



Music



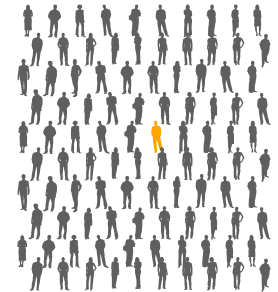
Vehicle Status



Navigation



Simplicity



Customization

# More Than Design

## Incorporating Safety into Interior UX

- › How do we ensure the user interfaces of tomorrow are both visually pleasing and reduce driver distraction?

Intuitive Design



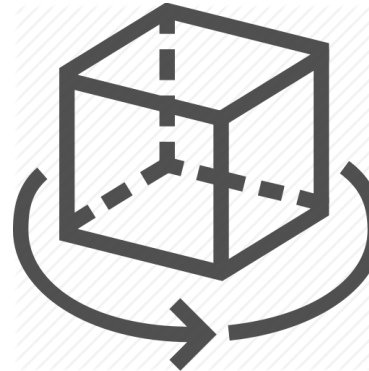
.....



Tactile / Haptic  
Feedback

.....

3D Features



.....



Customizability

# Holistic HMI Approach

## 3D Touch Surface Display



- › Flat displays lack usability, especially for eyes-on-road operation
- › World's first touchscreen with a 3D surface
- › Combination of touch and force sensing with active haptic feedback and topographic surface
- › Customizable screen layout

# Morphing Controls

## What is Function on Demand?



- › Shows functions only when needed to reduce distraction
- › Lighting and buttons revealed by proximity sensing
- › Buttons use force sensing-based haptic feedback
- › New material optimized for precise illumination and stretchability
- › 3D-formed elements can be operated blindly





Thank You.

