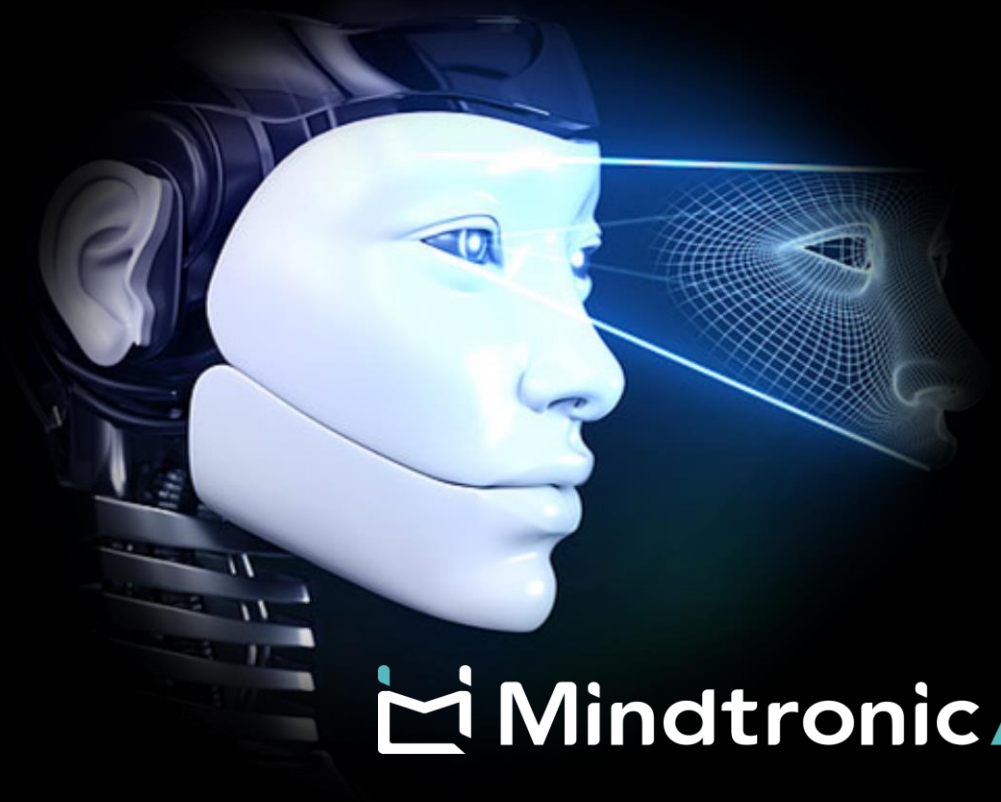

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SOFTWARE DEFINIED VEHICLE

TO USER DEFINED VEHICLE

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About Mindtronic AI – Automotive Software Solutions

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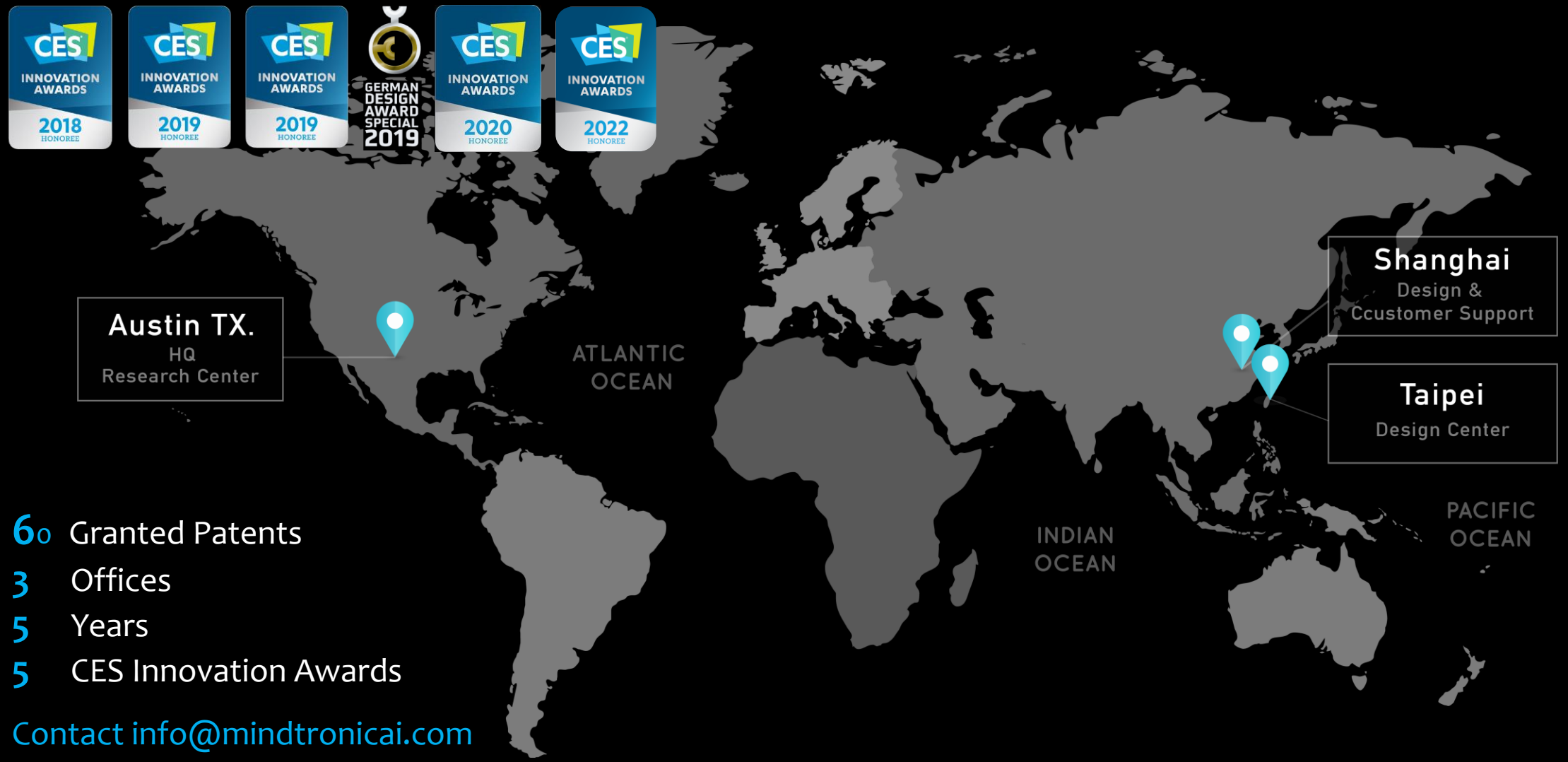

60 Granted Patents

3 Offices

5 Years

5 CES Innovation Awards

Contact info@mindtronicai.com

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When Automotive Meet IT

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ASPICE ISO 26262 AUTOSAR

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TRANSFORMATION OF FUTURE MOBILITY – PROBLEM

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1990 COMPUTER HUNGRY
Apple2 → 7nm

2000 STORAGE HUNGRY
HD → CLOUD

2010 BANDWIDTH HUNGRY
2G → 5G

2020 WORKLOAD HUNGRY
HUMAN → ROBOT AGENT

- DATA OVERWHELM

PHOTO FROM LOCALITY

- PRIVACY INVASION

PHOTO FROM DREAMSTIME

WE NEED A MORE INTELLIGENT AND SECURE WAY

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INTELLIGENCE – BUILD HUMAN ROBOT RELATIONSHIP

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GAP from SMART to INTELLIGENCE

SMART

KPI – feature and functions

- ONE-CLICK SERVICE
- ON-DEMAND
- QUICK SEARCH
- ONE-STOP
- STAY CONNECTED

INTELLIGENCE

KPI – know me

- ACCOMPANY
- PROACTIVE
- INTERACTION
- COLLABORATIVE
- SELF-LEARNING

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LOOKING INTO FUTURE MOBILITY – SELF LEARNING MACHINE

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MIND INFERENCE
- INTENTION
- INTEREST

COLLABORATION
- SUPERVISION
- SHARED AUTONOMY

CLOUD

SECURITY
- DIGITAL ID/AVATAR
- FIREWALL

SELF LEARNING MACHINE
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USER

EDGE LEARNING
- ENVIRONMENT ADAPTIVE
- PERSONALIZED
- SELF EVOLVING

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WHAT'S FUNCTIONS NEED TO BE DEFINED

SMART COCKPIT – Defined by Users !

- Display
- Connectivity

VECHICLE PLATFORM – Defined by OEM

- Electric Motor - Engine
- Vehicle Control – VCU
- Battery – BMS

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SMART COCKPIT HUMAN CENTRIC USER EXPERIENCE (UX)

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PERSONALIZATION

- Face Identity
- Emotion detection
- Self learning

IMMERSIVE DISPLAY

- 3D HMI
- Smart dimming
- Cross panel stitching

INTERACTIVE

- AR-HUD
- Gaze control
- DMS

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Two Key Factors of Human Centric UX

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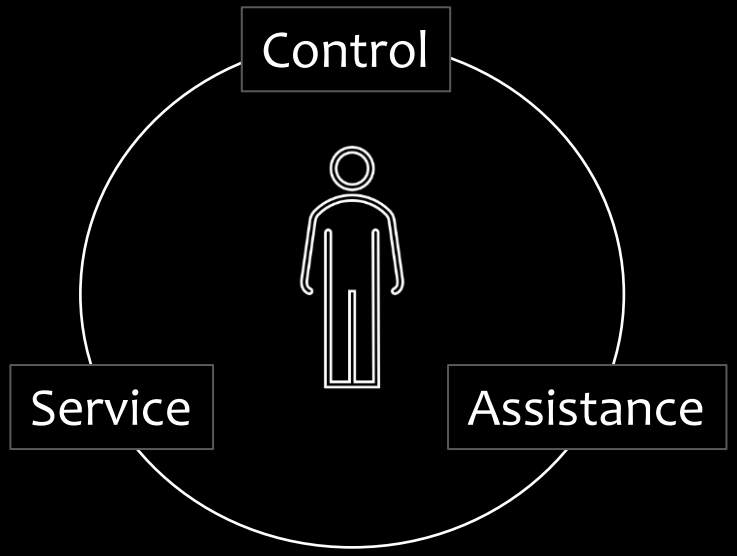
Human Centric UX
(User eXperience)



1. Personalization

2. Interaction

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RAPID PRODUCT PROTOTYPING

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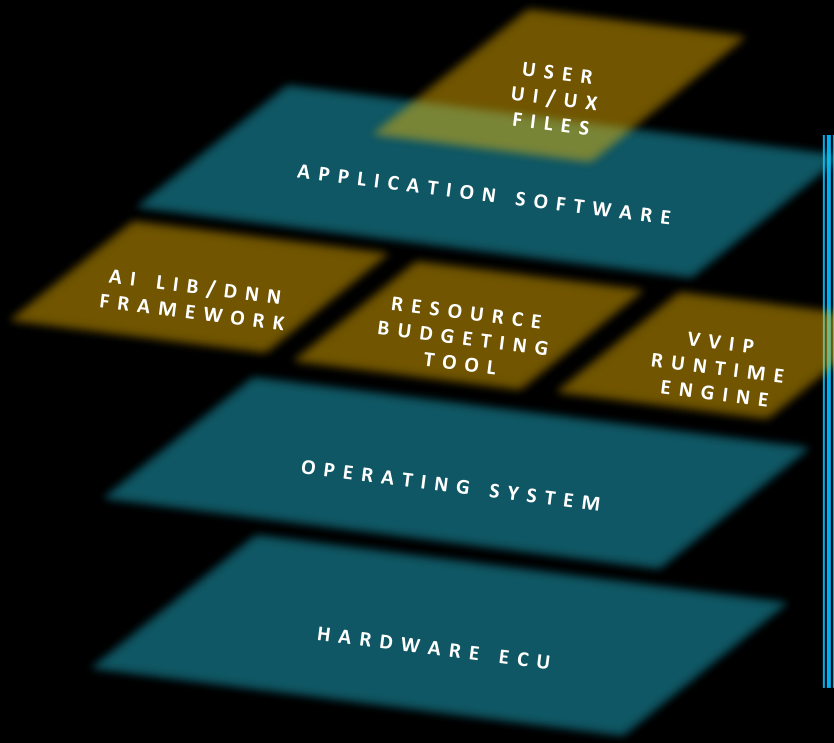

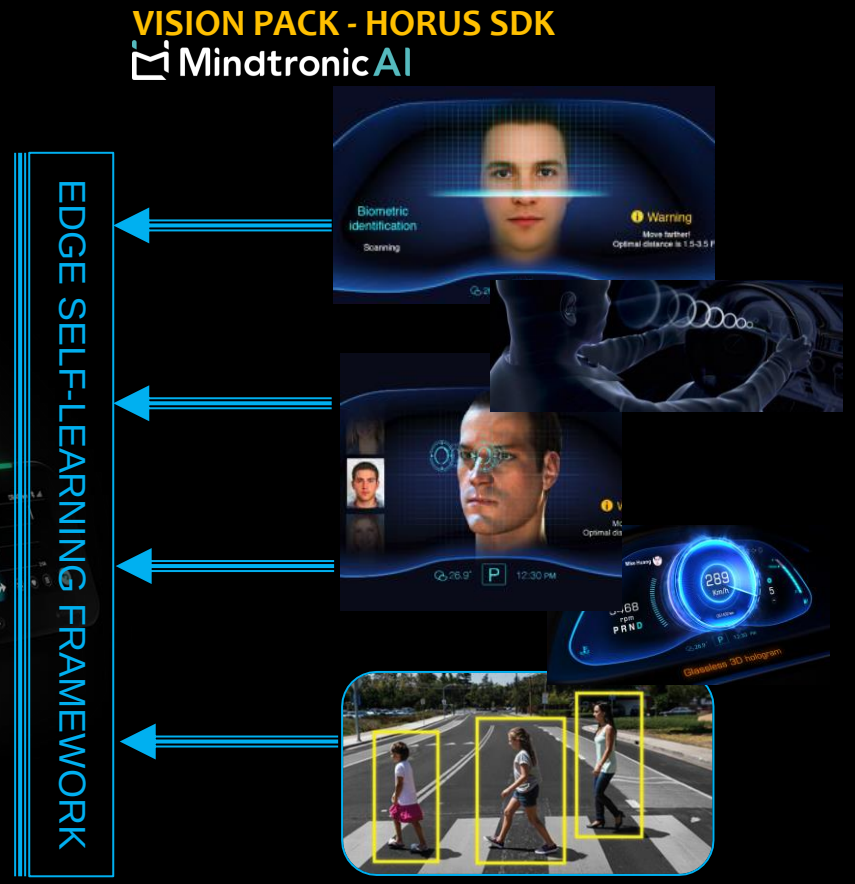

Fast POC & customization

Self-learned A.I. framework

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