

# Qualcomm accelerates collaboration with Mercedes-Benz

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To offer its cutting-edge solutions to the automotive industry and help automakers strengthen their vehicle programs with its connectivity and cockpit solutions, Qualcomm Technologies Inc. on September 5 said its collaboration with German luxury-car maker Mercedes-Benz AG will continue delivering the digital luxury experience to customers.



*Source: Qualcomm*

As part of the partnership, Qualcomm's Snapdragon Digital Chassis solutions are designed to help bring the latest in-vehicle technology and features to the new 2024 Mercedes-Benz E-Class sedan. With the next-generation Snapdragon Cockpit and Snapdragon Auto Connectivity Platforms, Qualcomm Technologies delivers immersive, interactive and intelligent in-vehicle experiences complete with 5G connectivity and cloud-connected digital services for all occupants. By early 2024, vehicles featuring the Snapdragon Digital Chassis solutions are expected to be available in the US.

**Significance:** Qualcomm said that working along with Bosch as the system integrator and tier 1 supplier, the latest generation of Snapdragon Cockpit Platforms help power the new Mercedes-Benz E-Class User Experience (MBUX) multimedia system running on the new MBUX Superscreen, helping to deliver enhanced graphics and rich multimedia support. The Snapdragon Cockpit Platforms also assist in powering the MBUX's high-resolution widescreen unit with touchscreen operation, navigational display and augmented reality technology, providing convenience and more enjoyment for occupants. The Snapdragon Cockpit Platform's pre-integrated support for Wi-Fi 6 and Bluetooth 5.2 features premium in-vehicle wireless connectivity, including hotspot and high-speed gaming.

Mercedes-Benz E-Class sedans are expected to utilize Qualcomm Technologies' latest Snapdragon Automotive Connectivity Platforms for always-on and always-connected in-vehicle experiences, providing the high-bandwidth pipeline needed for seamless multimedia streaming, over-the-air (OTA) updates, and multigigabit upload and download capabilities.

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