

Elektrobit launches Theming Engine, a new software capable of fully customizing a vehicle's user interface

11-Oct-2023 10:27 GMT

S&P Global

Supply Chain and Technology, Automotive

The software is aimed at enhancing greater consumer experience and brand loyalty

Elektrobit in a press release on October 10 announced the Theming Engine, a new software capable of fully customizing a vehicle's user interface (UI) at any point during the life of the vehicle — without the need for a software engineer.



Source: Getty Images/BeeBright

The software allows automaker, fleet managers, rental car operators and shared mobility service providers to personalize the look and feel of a vehicle on the fly, providing opportunities for revenue generation, improved customer satisfaction and enhanced brand loyalty beyond a vehicle or fleet's point of purchase.

The company said Theming Engine offers easy-to-use design templates and configurations, based on the Android platform, that enable cockpit design teams to produce and apply bespoke interfaces rapidly. The Theming Engine decouples UI design from software development so creative designers can modify the look and feel of an interface at any point within the life of a vehicle. This makes it easier to create and deploy a variety of themes including brand- or model-specific imagery, text types and color schemes; updates for seasons, holidays, time of day and birthdays; geographic positioning such as current location or destination location; and much more.

Siegfried Dirr, vice president of Engineering Services and Technologies at Elektrobit, said, "Once upon a time, aftermarket customization meant shiny wheels, loud decals, and in-vehicle accessories like gearshift sleeves. Digitally-aware consumers want a car that meets their ever-changing needs, including advanced interior features such as curved glass displays, voice controls and user-specific interfaces with distinct theming. Our Theming Engine offers a glimpse at the future of customization, addressing the demands of digitally-focused customers for more bespoke features, adding branding and new revenue opportunities for [original equipment manufacturers] beyond a vehicle's point of purchase."

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