

CES 2024: Marelli to offer Software-Defined Interior experience

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Marelli will showcase its Software-Defined Interior experience at Consumer Electronics Show (CES) 2024, it said in a press release dated Jan. 4. The experience is built on a centralized architecture and features a central computing unit powered by the latest generation Snapdragon Cockpit Platform, supporting up to four zone control units (ZCUs).



Source: Getty/metamorworks

It incorporates digital displays in place of analog interfaces, with content that can be personalized by the vehicle owner using AI. The software-defined interior includes several next-generation display technologies, such as the HorizonView, a pillar-to-pillar display with improved brightness and contrast, and a 12-inch hidden display that blends into the cabin. The interior also features an organic light-emitting diode (OLED) display, a movable display developed by Marelli in collaboration with BOE, a global leader in display technologies.

Its Virtual Assistant, an advanced human-machine interface, acts as an in-vehicle co-pilot. The driver can create a persona profile to define car settings, including seat position, temperature, ambient lighting, music preferences and ground illumination, and the profile is stored in the cloud for a consistent personalized experience across different vehicles.

Marelli's Software-Defined Interior features the context-aware mobility experience (CAMEX) solution, powered by AI, which analyzes the entire environment both within and around the car to understand complex behaviors and subtle moods, adapting vehicle settings and functionalities accordingly. The vehicle's external environment also assumes an active role in shaping the driving experience, such as adjusting the AC temperature based on the driver's preference.

The ambient lighting solution offers high flexibility and multiple combinations of colors, intensity levels, and cabin areas to adapt to user preferences, and the interior seamlessly integrates Marelli's software-defined audio platform, powered by the company's centralized architecture. The sound-zoning feature allows the driver to transform the car into their own personal conference room, and the customization of the user journey continues in the cloud with Sibros' Deep Logger service and Big Data analytics.

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