

Toyota partners with Unity for innovative in-car graphical user interface development

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The collaboration aims to utilize Unity's real-time 3D technology for Toyota's new digital cockpits, enhancing the in-car experience and development efficiency

Unity, renowned for its advanced platform for creating and growing games and interactive experiences, has been chosen by Toyota Motor Corp. to develop the graphical user interface (GUI) for Toyota's upcoming in-car human-machine interface (HMI), aiming to enhance the in-car experience significantly.



Source: Getty Images Plus/piyaset

This collaboration marks a significant move for Toyota, showcasing the potential of Unity's real-time 3D technology, which has been honed through extensive use in the gaming industry across various platforms. By integrating Unity's technology into Toyota's HMI development process, the partnership expects to improve efficiency in design and engineering stages, reduce the need for rework, streamline development processes and data management, and provide a stable, high-performing GUI experience to consumers.

Takashi Imai, the chief project leader of the Digital Software Development Center at Toyota Motor Corp., shared insights into Toyota's effort to develop "digital cockpits" that bridge the connection between drivers, vehicles and society, enhancing user experiences. He highlighted the challenges brought by the widespread adoption of advanced 3D graphics in the automotive industry, particularly the specialized skills it requires, which can be a hurdle for new engineers. Unity's technology has brought about innovation in this space, according to Imai, enabling Toyota's engineers to swiftly create new value and significantly boost development efficiency. This allows more resources to be dedicated to enhancing customer value. Alex Blum, COO of Unity, expressed excitement about the partnership, emphasizing the opportunity to bring Unity's real-time 3D capabilities to the forefront of next-generation HMI experiences in response to evolving consumer expectations.

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