

Baidu enhances Apollo smart cockpit with DeepSeek integration

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The upgrade aims for a new intelligent mobility hub, enhancing user experience through personalized interaction and improved decision-making

Baidu announced Feb. 13 that its Apollo smart cockpit and mobility agent have been upgraded through a deep integration with DeepSeek, combining the strengths of Baidu's ERNIE and DeepSeek's AI models. This development paves the way for a new-generation intelligent mobility hub, aiming to offer users a more professional, convenient and efficient mobility experience. This integration enhances the capabilities in processing complex information, understanding users deeply and making precise decisions.



Source: Getty Images

The Apollo smart cockpit model, enriched by this integration, utilizes data relative to visuals, vehicle specifics, environment, weather and user preferences. This allows for personalized interactions immediately upon the user's entry into the vehicle. It offers specialized greetings, music recommendations and auto-adjustments to settings such as air conditioning, seating, ambient lighting and driving modes based on the user's preferences. The cockpit also features real-time internet access for timely responses and creative amenities such as AI-driven painting and casual conversation features, providing an interactive assistant experience within the car.

Baidu's intelligent mobility agent, powered by the combined capabilities of ERNIE and DeepSeek, now shows an improved understanding of users' intricate travel needs. It aims to provide intelligent, comprehensive and human-centric services throughout the travel experience.

Additionally, Baidu Apollo has leveraged its mass production capabilities to incorporate the ERNIE large model into mass-produced vehicles, including models such as the Cadillac LYRIQ, Buick GL8 ES plug-in hybrid electric vehicle (PHEV) and Geely Galaxy L6. The enhanced Apollo smart cockpit model, with the integration of DeepSeek, will soon be featured in new vehicle models from Cadillac and Buick, indicating Baidu's ongoing commitment to advancing in-car technology and user experience.

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