

Auto Shanghai 2025: Visteon and Qualcomm collaborate on high-performance automotive cockpit system

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The collaboration aims to enhance driver-passenger interactions using AI and Qualcomm's Snapdragon platform for proactive, context-aware experiences



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At the Auto Shanghai 2025, Visteon Corp. and Qualcomm Technologies announced a collaboration aimed at enhancing automotive technology through Visteon's new high-performance cockpit system. This system is powered by Visteon's AI framework, cognitoAI, and the Qualcomm Technologies Snapdragon Cockpit Elite Platform. Visteon's President and CEO Sachin Lawande expressed enthusiasm about the collaboration's potential to revolutionize driver and passenger interactions with vehicles. The cockpit system employs a hybrid multimodal AI architecture that integrates speech, camera inputs and vehicle data, using advanced large language models to create proactive, context-aware interactions.

The Qualcomm Snapdragon Cockpit Elite Platform features several key components, including the Qualcomm Oryon CPU, Hexagon Neural Processing Unit for multimodal AI, and Adreno graphics processing unit (GPU) for multimedia and gaming capabilities. This platform is designed to meet automotive safety standards, offering long-term support and API compatibility. It can efficiently manage the instrument cluster, infotainment dashboard and various passenger interfaces, ensuring seamless content and data sharing.

Visteon's cognitoAI, developed by its global technology team, combines robust vehicle knowledge and diverse electronic control unit (ECU) data with advanced modules to enable real-time decision-making and next-gen human-machine interface (HMI) interactions. Unlike many AI systems, cognitoAI operates within the vehicle itself, providing an adaptable and evolving intelligence that unlocks the full potential of software-defined vehicles.

Qualcomm Technologies' Group General Manager of Automotive and Industrial Nakul Duggal highlighted the transformative impact of high-performance intelligent computing on in-vehicle experiences, as well as Qualcomm's commitment to setting new standards in automotive innovation through this collaboration with Visteon.

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