

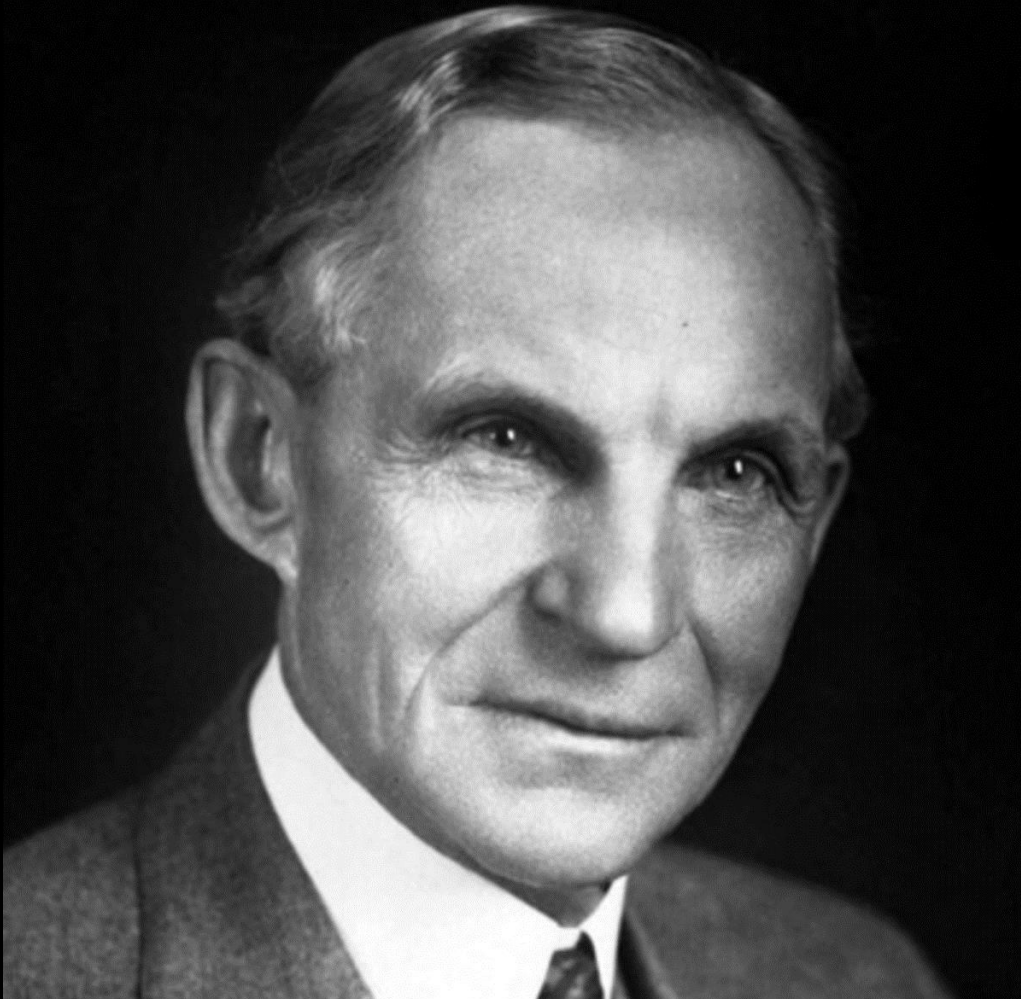


Talking Heads Are
Invading Your Car

Conversational Intelligence
February 2018



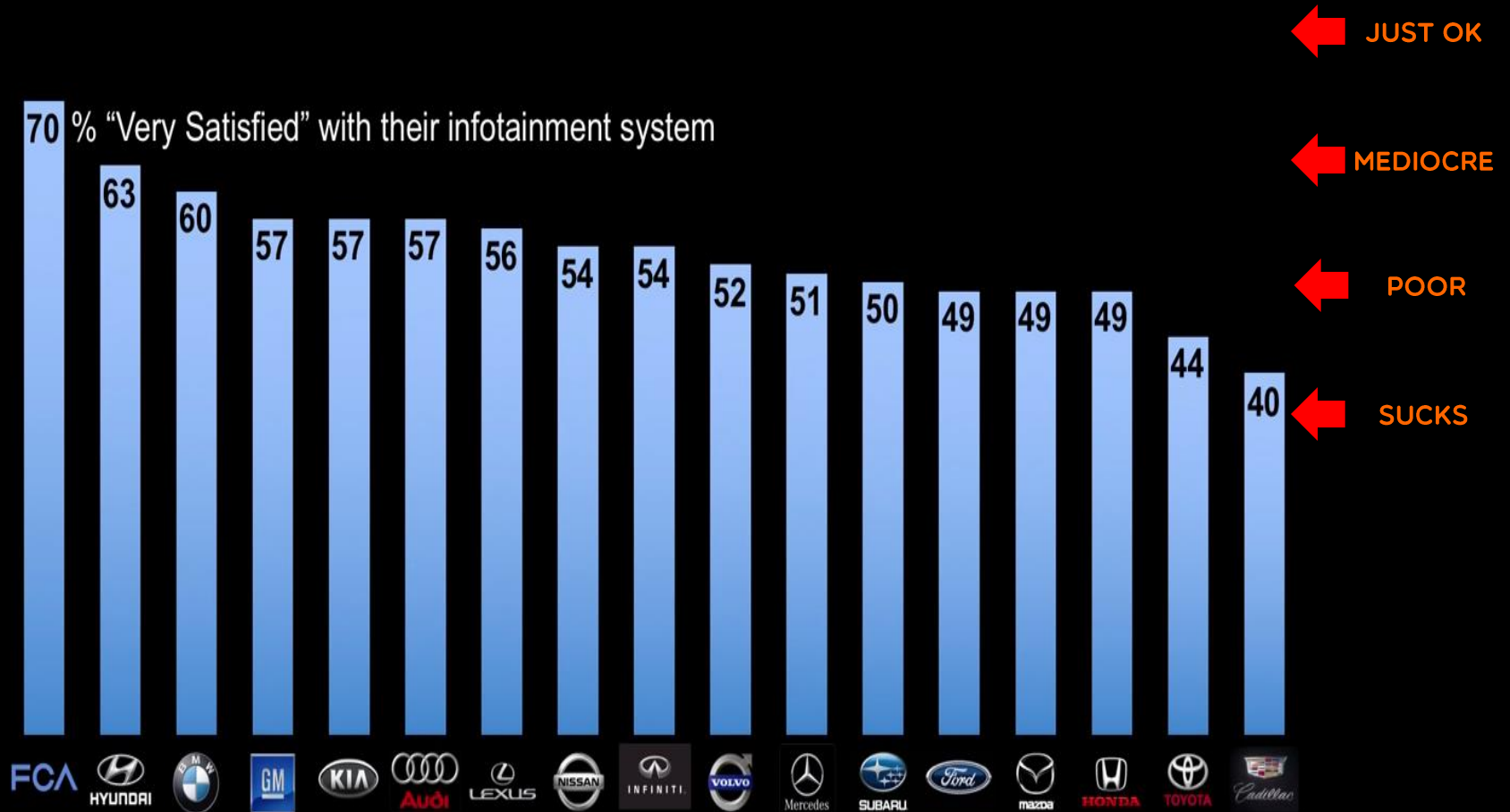
**I THINK THAT IF HENRY FORD WAS DESIGNING
HIS FIRST CAR TODAY... IT WOULD NEVER HAVE
HAD LEVERS, DIALS AND KNOBS!**



**OUR CARS ARE DANGEROUS
AND PEOPLE DON'T LIKE THEM**



THE AUTO INDUSTRY KNOWS THAT WE ARE UNHAPPY



FAILURE TO COMMUNICATE



#1 Negative Impact to JD Power Ratings



- *5 of the top 10 car issues are related to Infotainment.*
- *Audio, communication, entertainment and navigation (ACEN) systems are the most problematic component category in today's new vehicles*
- *In recent years, problems with ACEN have become the most prevalent type of problem with new vehicles.*
- *The voice recognition problems customers cite most often relate to three built-in hands-free communication issues:*
 - *doesn't recognize/misinterprets verbal commands (63%)*
 - *doesn't recognize/misinterprets names/words (44%)*
 - *and doesn't recognize/misinterprets numbers (31%)*

HOW MANY OF YOU HAVE LEARNED THESE?



HERE'S ONE DESIGNER'S SOLUTION



REALLY?

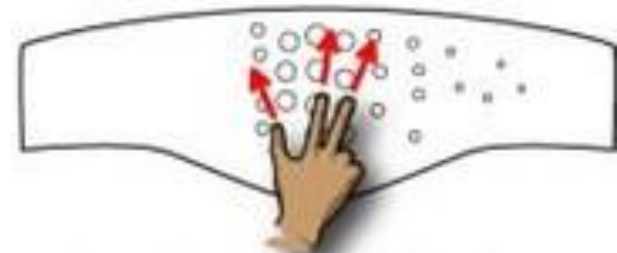
You launch a vocal searching by touching the main area on the screen



You can consult the datas by sliding the map with your finger on the screen.



You directly select data by touching them.
The next closer's datas will be play randomly.



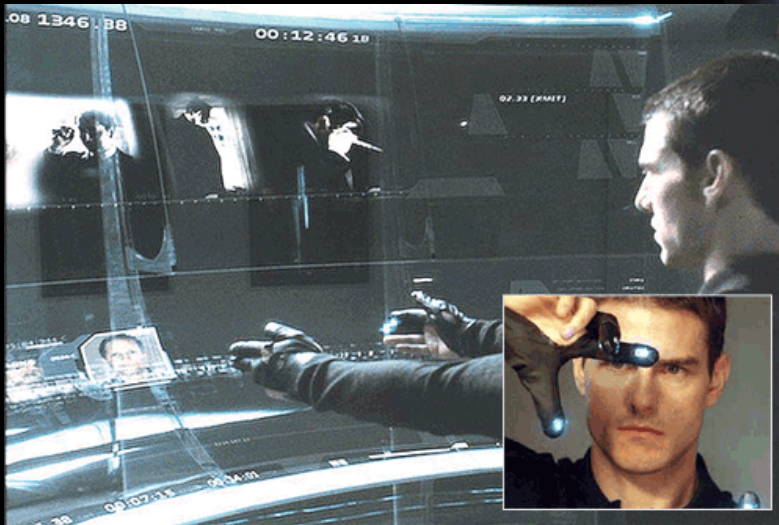
By assembling or by separating of your fingers on the screen, you can enlarge or reduce the data card.

OR PERHAPS YOU LIKE THIS



**YOU SHOULD... YOU'VE BEEN
CONDITIONED FROM AN EARLY
AGE TO LIKE THEM**

MINORITY REPORT ?



ARE WE DRIVING SAFELY YET?



THERE HAS TO BE A BETTER WAY

IMAGINE A WORLD
WHERE CARS
LEARN TO TALK
WHERE YOU SIMPLY
TELL YOUR CAR
WHERE YOU WANT TO GO
THEN YOUR CAR TAKES YOU
THERE SAFELY & HAPPILY

WE ARE BUILDING THAT WORLD

VOICE SYSTEM HISTORY

IT BEGAN WITH "HANDS FREE" IN 1988 WITH NISSAN



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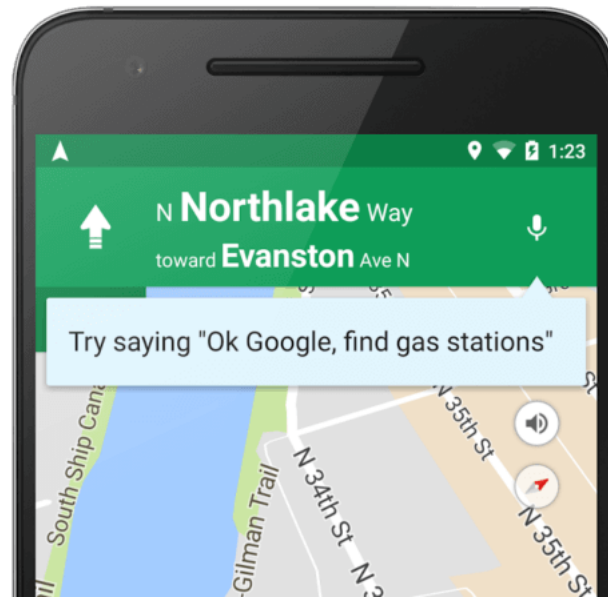
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2016 WE SHOW THE FIRST AI DRIVEN AVATAR



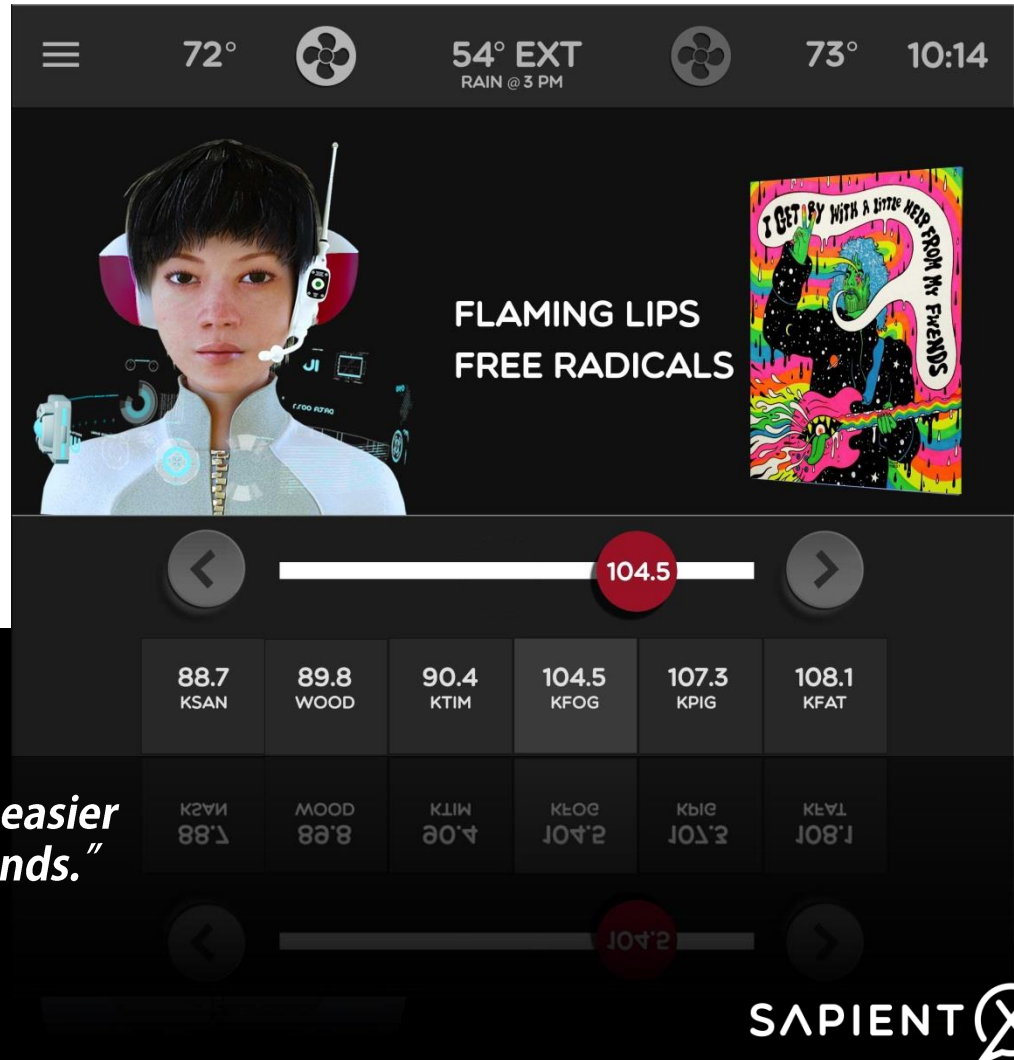
AUTOMOTIVE USE CASES

Connected Car:

- **Climate Control**
- **Navigation**
- **Infotainment**
- **Parking**
- **Driver Alertness**

Autonomous Driving:

- **Driving Interface**
- **Safety Alerts**



“Making your car safer and easier to use through voice commands.”

OTHER AI'S



NISSAN "XMOTION" A TALKING KOI FISH



ROLLS ROYCE "ELEANOR" A TALKING HOOD ORNAMENT

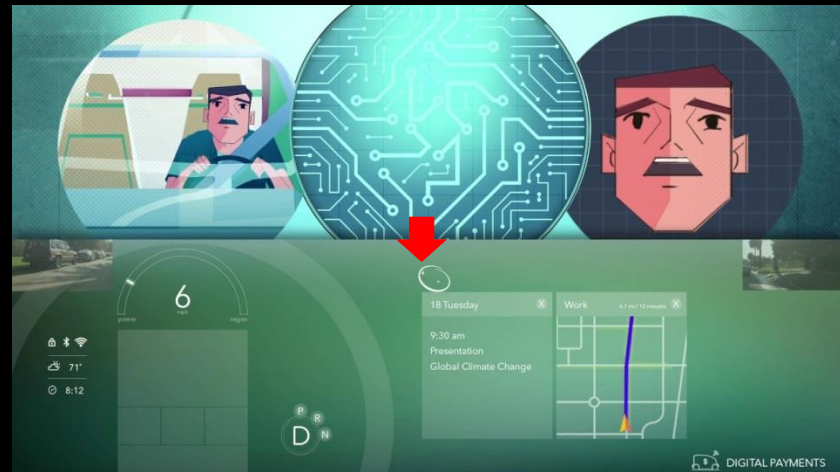


BMW / MICROSOFT "CORTANA"

OTHER AI'S



TOYOTA "YUI" A TALKING ICON



HONDA "HANA" AN EMOTICON



MERCEDES "MBUX" A SQUIGGLY LINE

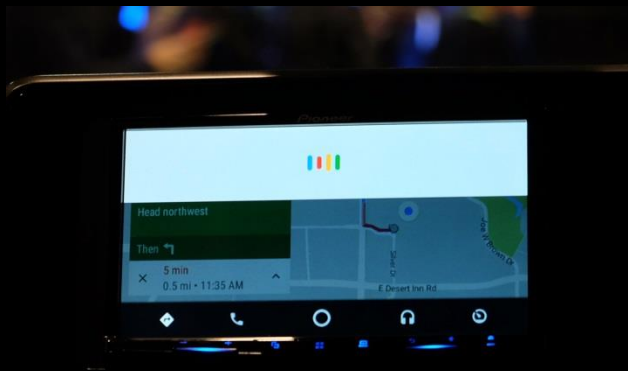
OTHER AI'S



FORD / AMAZON "ALEXA"



APPLE "SIRI" A BLEEP



GOOGLE "ASSISTANT" COLORED BARS

THANK YOU



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