



Integrating Connected Car Infotainment and Safety Across the Rest of Consumers' Lives is the "Holy Grail" Experience of Automotive Industry

May 24, 2022 — As demand rises for intuitive, easy-to-use technologies that enable access to digital resources anytime and anywhere, the entire automotive ecosystem is being pushed to look beyond the borders of their industry to redefine how enhanced experiences—that are compelling, safe and secure—are brought to market.

Consequently, seamless experiences that allow consumers to access, enjoy and integrate content, services and connectivity at home, in their cars or on the go are emerging as critical priorities for the automotive industry.

This was a central point of discussion during a break-out panel session moderated by Joe D'Angelo, senior vice president of global radio and digital audio at Xperi, at the recently held 2022 Xperi Media Day event.

"It is the Holy Grail for the industry", said Manuel Pereira, business development manager at Visteon, a global automotive electronics supplier that designs, engineers and manufactures vehicle cockpit electronics products and connected car services for leading OEMs in the sector.

The integration of consumers' digital lives, he stated, represents the biggest challenge—and opportunity—faced by the automotive industry. It is having a major impact on how specific players within the industry are working with each other to introduce new immersive value propositions while preserving the safety and integrity of the driving and riding experience.

Breaking Silos

Entrenched siloes of organizations, operations and technologies that have been in place within the industry for decades are standing in the way of comprehensive digital integration of consumers' lives into today's vehicles, stated Jeff Jury, general manager of the connected car division at Xperi.

Breaking down these siloes, he argued, will require the entire industry to revisit a wide range of assumptions and engage in a comprehensive dialog about how industry-wide transformations can be executed to meet emerging consumer demands for seamless experiences. It is a challenge that will require teamwork across the ecosystem.

There are activities that the industry will have to consider dropping and new initiatives that will have to be embraced and pursued in a collaborative manner to move the needle in the direction of comprehensive integration. It adds new levels of nuance and layers of substance to interactions taking place in the industry.

Jury pointed out that the simultaneous evolution and integration of technologies is only moving the level of complexity that the industry must manage on behalf of



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consumers in one direction. It is in this context that participants in the value chain must determine how a rising number of compelling features and functions can be moved into vehicles while making them simpler to use and easier to transfer.

Safety First

The key to sustained success, and the central-organizing principle that should govern all discussions about technology in the cockpit, advised Pereira, is safety. Until we get to the point in which fully automated vehicles are rolling through our streets and highways, it is imperative to preserve and enhance the focus of drivers and the safety of passengers. As new opportunities to responsibly bring compelling experiences into connected cars rise, it is imperative to minimize driver distraction.

Jury concurred.

That is why Xperi and key partners like Visteon, are integrating discussions and go-to-market initiatives of both infotainment and cockpit safety solutions. Both executives agreed that the era of stand-alone solutions that are the byproduct of stove-piped operations and driven by siloed conversations is over.

Indeed, the integration of developments in safety and infotainment can work to enhance each other. Driver-monitoring applications, for instance, can help consumers, including drivers, enjoy infotainment features while providing instruments to correct unfocused behavior, providing guardrails that assure focus and safety.

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