



## The Human Factor in Mobility

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Innovation Manager

Continental, North America

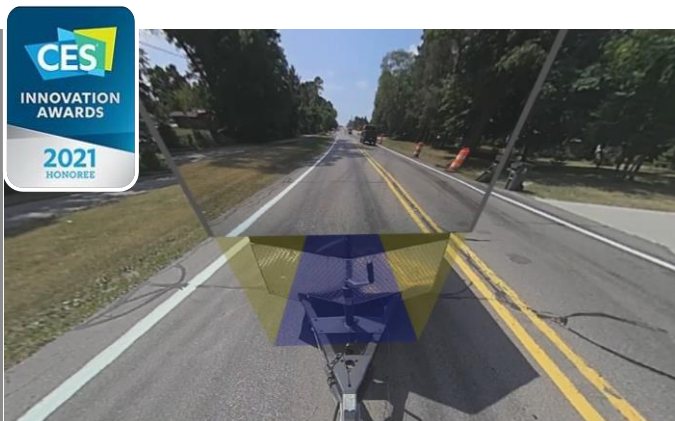


# Safety, Design and Inclusion

## Why the Human Factor Matters



Transparent 3D  
Real world –  
Strongest  
perception



Transparent Trailer



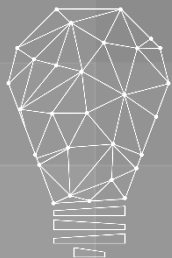
Transparent Hood



Virtual A-Pillar

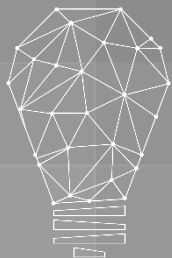


**DRIVING THE TREND.**



WE  
INNOVATE  
HMI

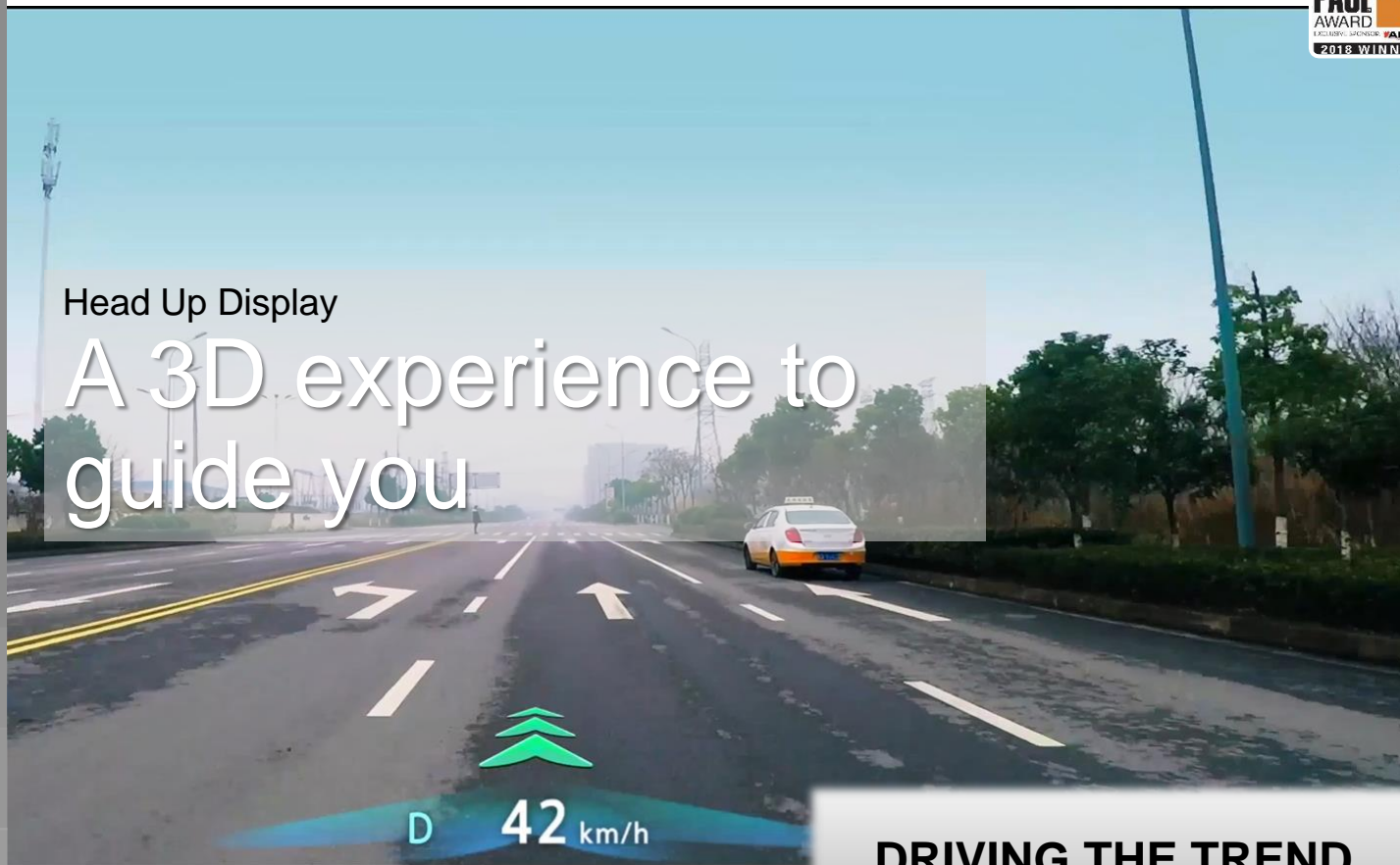
3D HUD  
See what  
matters



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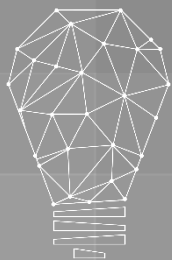
Head Up Display

A 3D experience to  
guide you



**DRIVING THE TREND.**

Virtual 3D  
DISPLAY  
TECHNOLOGY



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Natural 3D Display

Glasses-free 3D  
experience for all



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## **Natural 3D Display**

Immerse into the Future

Physical 3D  
FUNCTION ON  
DEMAND

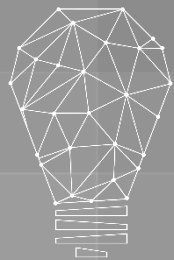


Display Controls

A 3D experience you  
can touch

Design & Styling  
freedom

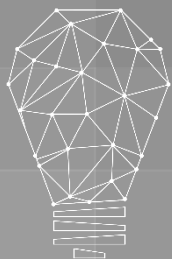
Off-road glance times  
potentially reduced



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Auditory 3D  
IMMERSIVE  
SOUND  
EXPERIENCE



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Ac2ated Sound

# Sounds that surround

Vehicle surfaces become speakers



**DRIVING THE TREND.**



Ac2ated Sound

# Small space, wow sound!

## Subwoofer Actuator

- › Weight and Space savings
- › **Does not** require specific solutions per carline

## Broadband Actuator

- › No speaker grille required, opens up door panel for storage
- › Weight and space savings

## Tweeter Actuator

- › A-pillar, headliner, roof and headrest placement possible
- › Interior design without speaker grills

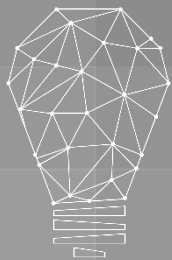


Continental

SENNHEISER

Broad audio frequency range and Sennheiser sound algorithm creates a submersive audio experience with fewer actuators.

Unique 3D  
INFINITE  
INDIVIDUALITY



WE  
INNOVATE  
HMI



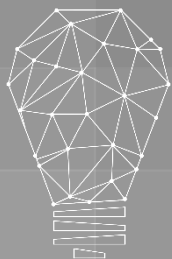
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## Synthetic Data Generation

# Endless permutations brings promise to inclusion



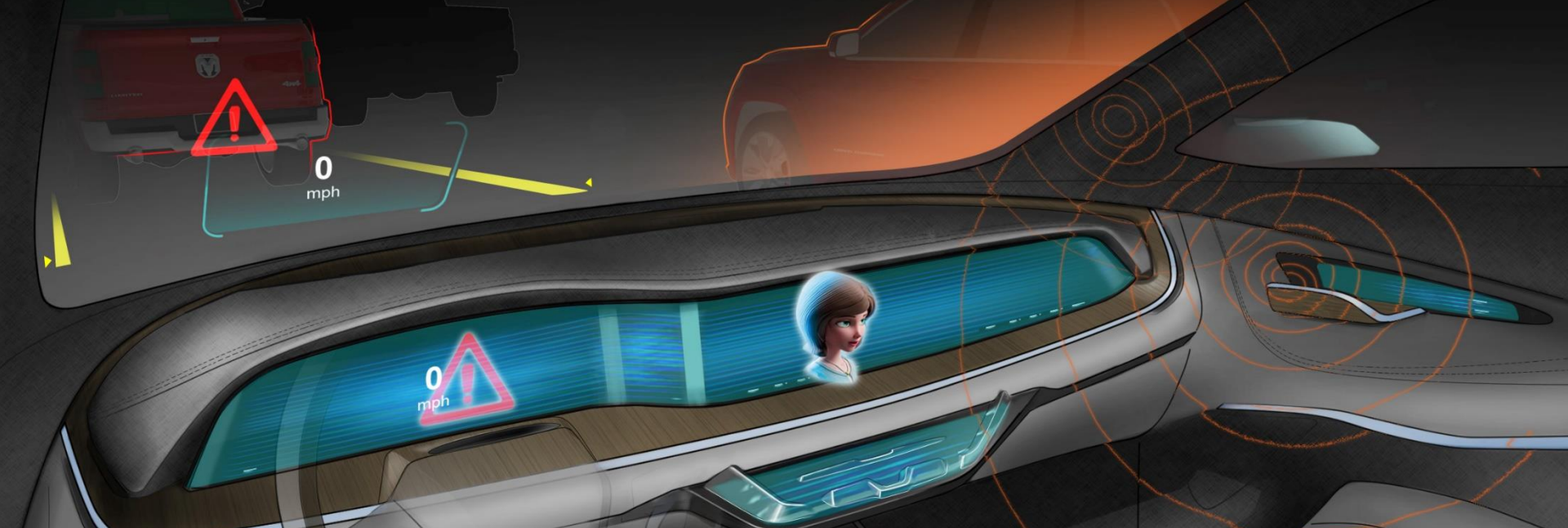
Omniscient 3D  
GIVING  
VISIBILITY TO  
THE UNSEEN




WE  
INNOVATE  
HMI



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# Thank you!

 Continental USA

 @ContiPress