



Media Advisory

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Elektrobit (EB) demonstrates next-gen driving innovations including new augmented reality display technologies at CES

LAS VEGAS (CES 2018, North Hall Booth #6319), January 8, 2018 – Elektrobit (EB)—a leading developer of cutting-edge, embedded and connected technology solutions for the automotive industry—will be exhibiting its embedded software for highly automated and autonomous driving, including a new augmented reality (AR) display technology as well as its work with industry partners, at CES 2018, January 9-12, 2018.

At EB's primary demo, taking place at booth #6319 in the LVCC North Hall, scale-model cars with self-driving capabilities developed using the EB robinos development framework and software modules will be navigating a model urban cityscape. Attendees will be able to hail a car via an iPad app or simply gesturing at the iPad camera. They will be able to see detailed information about the car's location and environment via an AR display, shown on a giant screen above the cityscape. The AR display leverages technology in the newly announced EB aware, a platform- and sensor-agnostic framework that generates a real-time and continuously updated model of the car's environment.

EB products will also be on display elsewhere at CES 2018, including:

- At the Automotive Grade Linux (AGL) booth (Lido Ballrooms at the Venetian Hotel; booth #3002, 3003, 3004, EB kiosk S3), there will be a joint demo with multimedia company Cinemo, showcasing EB's holistic HMI platform. The demo integrates EB's flagship HMI development suite, EB GUIDE, with a reference UI; EB corbos Hypervisor, part of EB's newly launched Adaptive AUTOSAR product line, which enables OEMs and Tier 1s to build advanced automotive architectures based on Adaptive AUTOSAR; and EB street director, EB's versatile, modular navigation solution.
- At both the Livio booth (#3910, North Hall) and at the Genivi Reception Event (taking place at the Bellagio Ballrooms #2 and #6, on January 9, EB will be demonstrating its EB velima voice-activated customer feedback software implemented over SmartDeviceLink (SDL), which connects in-vehicle infotainment systems to smartphone applications so the applications can then be controlled through the vehicle. EB has been a Ford partner since 2009 and is a founding member of the SDL Consortium.

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About Elektrobit (EB)

Elektrobit (EB) is an award-winning and visionary global supplier of embedded and connected software products and services for the automotive industry. A leader in automotive software with over 30 years serving the industry, EB's software powers over 1 billion devices in more than 90 million vehicles and offers flexible, innovative solutions for connected car infrastructure, human machine interface (HMI) technologies, navigation, driver assistance, electronic control units (ECUs), and software engineering services. EB is a wholly owned subsidiary of Continental. For more information, visit us at elektrobit.com

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