

# Review

## Winners of the Premier CAR HMI Award 2014

**NVIDIA, Preh** and the **Scania Group / VW Research** win the we.CONECT CAR HMI Award 2014

**Berlin, June 26, 2014.**

From June 26 - 27, 2014, more than 140 executive attendees from pioneering OEMs, Automotive suppliers, engineering- and software development companies from all over the globe gathered at the annual **we.CONECT CAR HMI concepts & systems 2014 congress** to discuss latest innovations, strategic approaches and new global trends in automotive Human Machine Interface design and development. During the two days, professionals actively debated critical concepts and strategies to apply within the next years, taking into account technological disruption, increasing application infrastructures in the car and novel features for the ultimate user experience.

Taking place in the central, charming RAMADA Hotel Berlin-Alexanderplatz, a festive ceremony at the end of the first conference day was attended by HMI professionals to honor the industry's latest outstanding projects and achievements in HMI with the premier **CAR HMI Award 2014**. Segmented into the categories 'Innovative HMI Technology' and 'HMI Design Innovation', eight nominated projects and three winners were presented.



we.CONECT Gala Dinner Reception & Premier CAR HMI Award Ceremony 2014 in Berlin



CAR HMI Awards 2014 presented for Innovative HMI Technology & Design Innovation



Andrew Hart / SBD UK and Jury Member 2014 moderating CAR HMI Award 2014

In advance, an independent jury composed of *Oskar Juhlin* (Director, Mobile Life VinnExcellence Center), *Bryan Reimer* (Research Scientist, AgeLab, MIT), *Manfred Tscheligi* (Director of ICT&S Center, University of Salzburg), *Stefan Liske* (Founding Partner, PCH INNOVATIONS) and *Andrew Hart* (Head of Advanced Research, SBD (Secured By Design) Ltd)), had selected a number of eight projects to be nominated out of all submitted applications. These individual projects were judged on a point system with regard to level of innovation, level of complexity, level of achievement and level of maturity of the HMI project.

### **Award Category Innovative HMI Technology**

For the premier CAR HMI Award 2014, the winners in the category 'Innovative HMI Technology' came from **NVIDIA Corporation and Preh GmbH**. NVIDIA presented their 'NVIDIA Visual Computing Module (VCM)' as an in-vehicle infotainment module for automakers and Tier 1 suppliers, standing out by delivering the benefit of platformization and bridging the gap between the consumer and automotive cycles. The **NVIDIA** technology was designed to power digital instrument clusters, rear-seat entertainment, infotainment system and head-up-displays.

Another first place for Innovative HMI technology went to **Preh GmbH** and their "Center Console Concept 2013". Preh earned the jury's recognition by combining different input systems into the center console and focusing on multimodal ways of intuitive function selection to enhance driver's safety. Preh had simplified the selection of all functions with a triple feedback – (haptic, visual and acoustic) and designed a button array made from three-dimensional-shaped genuine glass and 3D function icons on the surface to provide a tactile-feel.

A second place in the category Innovative HMI Technology went to **Tobii Technology** for the eye tracking module 'GPAC (Gaze Point And Click)'. Using the eye gaze as a pointing device and another input modality such as push button, scroll wheel, voice command and gesture as activating commands, the technology was said to change the way drivers interact with the car while driving to become more effective and safe.

The third place of the award category Innovative HMI Technology subsequently went to **Gestigon GmbH** and **CIRIC Software GmbH**. Gestigon's project 'Gesture Control Automotive HMI' was presented as a skeleton recognition- and gesture control software solution based on 3D depth data, representing an intuitive and natural HMI innovation. This technology's aim is to enhance the driving experience by detecting the size, body positioning, motions and soft biometrics of the driver and co-driver.

On the other hand, **CIRIC Software** landed the third place with the project "MLD + MLD Studio Real-time". CIRIC had set out to develop a multi-layer display, providing real depth and natural layering in the HMI. They had reached the aim to deliver a natural user experience by supporting the features of MLD technology, while facilitating quick and easy development of platform-independent 2D and 3D applications and content.



Winners of 'Innovative HMI Technology' Award 2014:  
(center) M. Lust, Preh GmbH & D. Anderson, NVIDIA



M.v.Grotthus, Gestigon (3rd), J-E. Lundkvist, Tobii Technology (2nd), R. Häuslinger, CIRIC (3rd)



Charity 'Raise A Smile e.V.' presenting their role as charity partner at CAR HMI Award 2014

### Award Category HMI Design Innovation

In the second category "HMI Design Innovation" of 2014, experts dedicated the award to **Scania Group & Volkswagen Research** for their Project: "HeavyDAS". The team had created a traffic jam pilot allowing the driver to turn his attention to secondary tasks by designing a frame around content devices, containing the information the driver needs to be able to stay in the loop of driving without having to look up from the screen. The design featured information of surrounding traffic, distance and action of the vehicle in front, speed and current action of the own vehicle.

A second place in this category was awarded to **Luxoft** and the 'AllView' project, a reference design platform for creating in-vehicle user experience. AllView is said to support OEMs in optimizing the car user experience and improve safety by reducing driver distraction. The HMI integrates workload management and enables personalized access to media and location content, while taking into account location- and context-relevant information (weather, workload, trip, terrain) and engaging with the driver for an enhanced driving experience.

The third place in the category HMI Design Innovation went to **NNG LLC** and their project "Mazda's MZD CONNECT Navigation System". Mazda's MZD CONNECT multimedia system aimed at minimizing visual, cognitive and manual distraction while keeping an uninterrupted driver experience. The embedded connected services package gives internet connection, allowing for dynamic local search, fuel price display, traffic and weather information in real-time, while offering multiple control options to the head-unit: voice command, touch screen or fully functional and interactive multi-controller - thus minimizing driver distraction and workload.



Winner of 'HMI Design Innovation' Award 2014:  
D. Ricknäs, Scania Group (right)



2nd Place of 'HMI Design Innovation' Award 2014  
P. Ionescu, Luxoft; 3rd J. Rattoni & K.Kálmán, NNG



Helping a Good Cause: we.CONECT Prize Donation to 'Raise A Smile e.V.' for Education in Zambia

By winning the **CAR HMI AWARD 2014** in Berlin, the selected projects not only received a trophy and official certificates proving their excellence, but the three first places also enabled a 2000 Euro donation from we.CONECT to a charity project. In this regard, this year's prize money was donated to the charity project *Muzanga Education* initiated by **Raise A Smile e.V.** to support underprivileged children in rural Zambia with mobile education. The organization teaches children in reading, writing and arithmetic and hosts workshops on important topics such as HIV/AIDS, malaria and hygiene promotion. For more information go to: [http://www.we-conect.com/cms/media/uploads/events/871/dokumente/Muzanga-Education-Project-Car-HMI\\_Charity\\_Partner.pdf](http://www.we-conect.com/cms/media/uploads/events/871/dokumente/Muzanga-Education-Project-Car-HMI_Charity_Partner.pdf)



'Berlin's Finest' jazz setting the groove for  
CAR HMI Award Ceremony 2014



CAR HMI concepts & systems 2014 congress Berlin:  
Community Networking



Live Presentation 'Muzanga Education Project'  
supported by Award Winners 2014

The **CAR HMI concepts & systems congress 2014** organized by we.CONECT offered overall more than 20 Case Studies, World Café roundtables and moderated interactive sessions that stretched over more than two days. Discussions and presentations focused on strategic approaches to HMI, new technologies and innovations for improving concepts and systems applications, managing an increasing application infrastructure in the car and creation of the ultimate user experience design. With this year's edition, the CAR HMI concepts & systems managed to surpass the high expectations of the more than 130 international attendees.

### Looking Ahead in Automotive HMI

With more than 25 speakers and moderators, as well as an assorted advisory board and business partners from all over the world, the CAR HMI concepts & systems 2014 presented the biggest networking platform of its format for Human Machine Interface experts and professionals in Europe.

Shortly after the conference, the we.CONECT team is setting out to prepare the Car HMI concepts & systems 2015, which will return to Berlin from June 25 – 26, 2015. Next year, the CAR HMI Award will once again be bestowed to outstanding projects that have received not only internal support and appreciation, but deserve an international recognition within the prominent CAR HMI community. For further information about the CAR HMI concepts & systems, delegate or speakers' registration, as well as the application procedure for the next year's award, please contact Serina Gummert, Digital Marketing Manager at we.CONECT.

### More Information:

Serina Gummert  
Digital Marketing Manager  
Tel.: +49 (0)30 52 10 70 3 – 83  
Fax: +49 (0)30 52 10 70 3 – 30  
Email: [serina.gummert@we-conect.com](mailto:serina.gummert@we-conect.com)

