

Car HMI Award 2018

Presented by we.CONECT, the prestigious Car HMI Award evening took place for the 5th time on Thursday, June 28, 2018 as part of the Car HMI Europe. The event is a well-established international knowledge exchange platform bringing together 300+ HMI and User Experience professionals. In over two days all delegates took the opportunity to get up-to-date insights into the latest industry trends and technologies, discuss new concepts and solutions during networking as well as round table sessions and joined our thriving automotive HMI and UX community.

On the evening of day one all Car HMI experts took part in the Car HMI award ceremony and gained valuable insights into some state-of-the-art projects. we.CONECT once again received many outstanding applications, which were carefully reviewed and rated by our expert jury 2018:

- Ronee Chadowitz, Manager Human Machine Interaction at BMW Group
- Sebastian Paszkowicz, HMI Technical Specialist at Jaguar Land Rover and
- Cyriel Diels, Academic Director, National Transport Design Centre at Coventry University

Based on their expertise and industry insights, they had the responsible task to select the nominees in each category prior to the conference.

The Car HMI award exclusively honours exceptional projects in the following categories:

1. Most Innovative Development Process and
2. Most User-Friendly HMI Feature

Additionally the Special Jury Award as well as the Community Choice Award were presented to honour outstanding HMI projects.

Proud winner of the Car HMI award 2018 in the category '**Most Innovative Development process**' was Eindhoven University of Technology with their project 'Scribble.' - a haptic interface that lets you draw your way through traffic. The 2nd place went to Rightware with their project 'Kanzi Maps' and the 3rd place went to Arbe Robotics with their project 'Ultra High Resolution Radar'.

Well-deserved winner of the Car HMI award 2018 in the category '**Most User-Friendly HMI Feature**' was Luxoft with their project 'LUCÉE - Luxoft User Centered EV-Infotainment', which seamlessly transfers the smartphone world into the car environment. The 2nd place went to Analog Devices with their 'Advanced HMI and In-Cabin Sensing' project and the 3rd place was awarded to Monotype and their project 'M-Kit'.



Car HMI Award evening dinner



Car HMI Award 2018 trophies



€ 1,000 were donated to Deutsche Kinderkrebsstiftung on behalf of the winners

Winner of the **Special Jury Award** was Mercedes Benz and their project 'Mercedes-Benz User eXperience' – a new car infotainment system, which puts the user experience as first priority and therefore has the ability to learn thanks to AI. It can be adapted to suit the user's needs and creates an emotional connection between vehicle and driver.

Winner of the **Community Choice Award** was Rightware with their project 'Kanzi maps', which brings mapping into a single, designer-led UI development workflow, enabling rich visualization for ADAS and all stages of autonomous driving.

All Car HMI award winners received an exclusive trophy and certificate as recognition for their outstanding performance. In addition we.CONECT also donated 1,000 € on behalf of the winners to support a charity project. This year we selected the Deutsche Kinderkrebsstiftung and we were honoured to welcome Alexander Bahn to the event who represented the charity and shared a few insights into their honourable day to day work.

The German children's cancer charity is committed to support children, who have been diagnosed with cancer, as well as their families and helps them to improve their quality of live. Their everyday work comprises counselling, accompanying families through their journey to recovery and the support through social funds should families run into financial difficulties.

The German children's cancer charity supports and finances patient-oriented research projects in order to increase the young patients' chances of a full recovery, ensure safe treatments and find new therapies so that long term implications can be reduced to a minimum or completely eliminated.

The Car HMI award will once again be taking place next year on July 01, 2019.

For further questions, please don't hesitate to contact us:

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The Multi-Touchpoint Networks

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The answer is our promise – we.CONECT – The Tomorrow's Business Company

Berlin, June 28, 2018