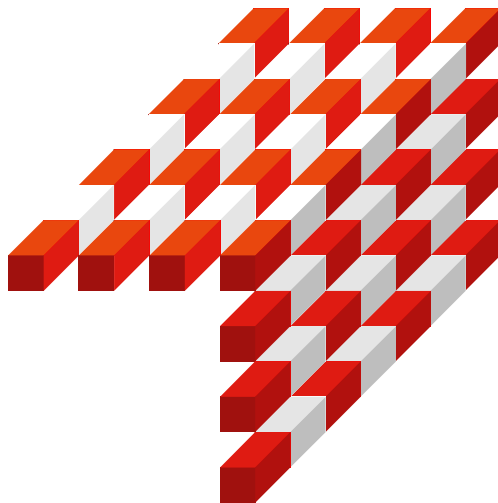


# Next in Navigation



Cees van Dok  
Chief Product Officer

**“Automakers  
are being  
outperformed  
by smartphone  
software  
providers.”**

J.D. Power rating and reviews, 2018



# 2007 Remember this?



# It's happening again





# Google Automotive Services (GAS) are disrupting the status quo

Volvo Polestar 2 IVI



# Product strategy

How are we moving forward?

## MOBILE COMPETITIVE

Embrace mobile SW industry best practices

- Online first
- Integrate with user's digital life
- Connectivity required
- Voice centric
- Over The Air SW updates

## BETTER NAVIGATION

Expand on our differentiating strength in navigation

- Lane based navigation
- ADAS integration
- Up Ahead Warnings Visualization

## FOCUS ON IVI SYSTEM

Consider the integrated user experience for the entire infotainment system and avoid the phone based 'app' model

## STRATEGIC PARTNERS

Identify complementary technology partners (e.g. cloud & voice)

Close collaboration with OEM(s)

# Mobile competitive – TomTom AmiGO

Currently in Open Beta. Free app for social navigation



# IVI Concept

Concept creation - a holistic and consistent infotainment user experience for car drivers





# The Navigation Opportunity



# Route guidance based on current lane

Lane position captured via car camera sensor integration

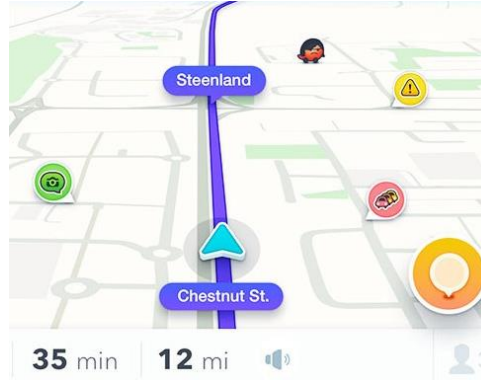
# First step – Moving lane guidance

Included in new TomTom Go Navigation



# A problem: Where to look?

Feedback about what's ahead and around is fragmented throughout the cockpit





# Where's the chef with the recipe?

Ingredients alone don't make a great meal





# Fusing feedback from various sources

Merge various systems in a unified 'up ahead' view

**Lane position**

**Collision warning**

**Blind spot**

**Distance**

**control**

**Lane keeping**

**Lane changing**

**Autonomous  
zone**



**Traffi**

**c Incidents**

**Parking**

**Weather**

**EV Charging**

**Guidance**

**Route**

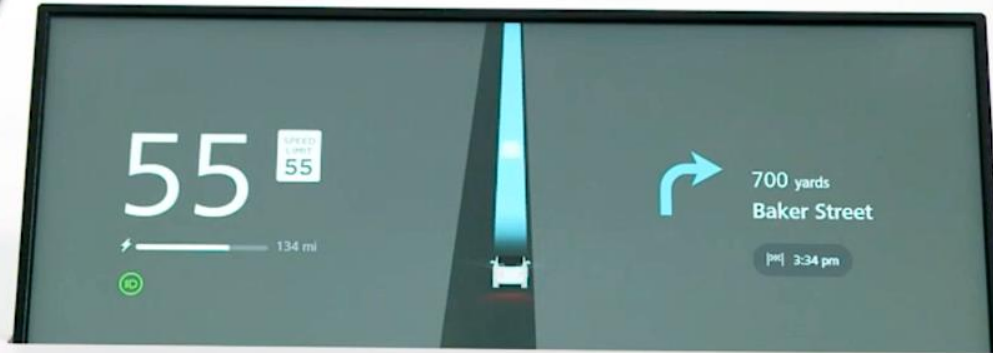
**Map**

**ADAS data**

# Fusion Navigation Concepts

Collision warning

Blind spot detection



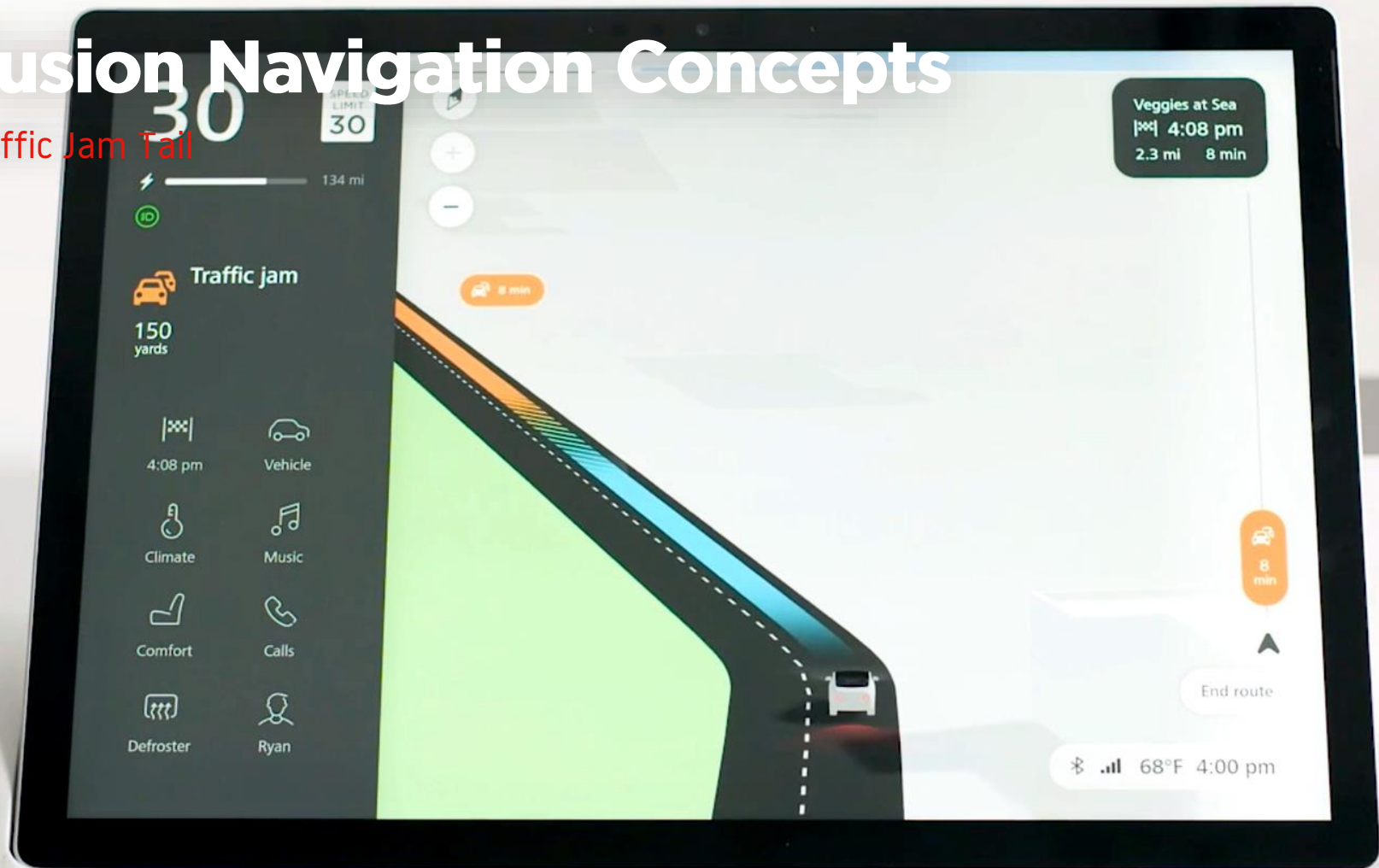
# Fusion Navigation Concepts

Lane Keep Assist



# Fusion Navigation Concepts

Traffic Jam Tail



# Fusion Navigation Concepts

Autonomous Driving Zone





# Important Notice

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# Thank you

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