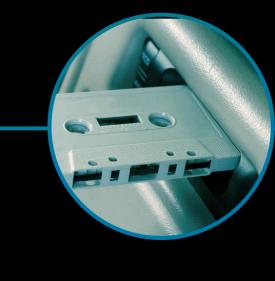
# DRIVING THE FUTURE OF IN-VEHICLE EXPERIENCE (IVX)









Passenger needs evolve with every generation, driving vehicle advancement to provide more capability and functionality.

## **CHANGE IS COMING**

Work environments are more dynamic than ever, placing greater expectations on technology to keep up with the demands of work and life.

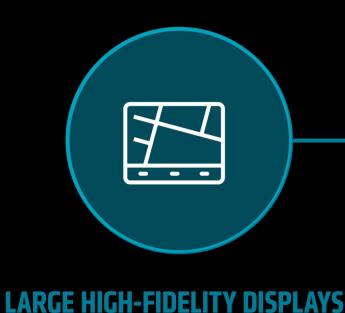
**Americans** 

collectively spent 70 billion hours each year behind the wheel\*



# DRIVER EXPERIENCE

Drivers face many distractions on the road. Advanced in-vehicle features are crucial for keeping drivers focused.



for easy viewing and control



for accurate wayfinding



to improve driver habits

and behavior



### Seamless connectivity takes the in-vehicle experience to a whole new level. Allow passengers to do more on-the-go, with the

WORKPLACE ON WHEELS (wow)

same connectivity you could expect from home or the office.









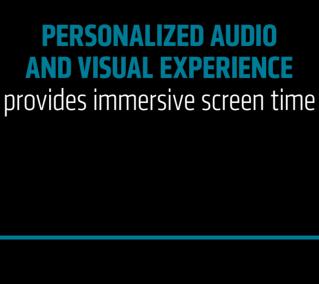
ENTERTAINMENT FOR ALL

Make journeys memorable with individual entertainment options for

creates an individual

experience

all family members.





- BUILT ON AMD The next generation of IVX demands superior performance
  - **High performance compute capabilities** to drive multi-screen displays for the driver and passengers

Uncompromised performance for HMI (Human Machine Interface)

experiences and uninterrupted entertainment. Adaptive capabilities for ADAS integrations

technology, powered by AMD.

## AMD