



DVN Workshop From Signaling to Messaging/从信号灯到信息传递

Ximi Chen | 25th Apr. 2019 | Shanghai
Light is OSRAM

Some Statistics/统计数据

You have the choice from
选择众多

and

~ 2,5 million apps in Google Play Store/ 2.5M App. 在谷歌商店
~ 2 million apps in Apple for iOS/ 2M App. 在苹果IOS商店

1. For how many of those Apps did you pay on your smart phone ?

在你手机端如此众多的App应用中，有多少是付费应用？

2. Why didn't you pay for most of those apps ?

你为何没有为多数的应用支付费用？

Digital Advertisement 数字化广告

Digital Advertisement/数字化广告

Worldwide market of advertisement: > \$600 billion

全球广告市场

Digital Advertisement > 50% share increasing

数字化广告

Baidu/百度: 2018 ~ ¥ 102.3 “ Revenue
~ ¥ 24.3“ EBITDA

Alibaba/阿里巴巴: 2018 ~ ¥ 250.2 “ Revenue
~ ¥ 16.9“ EBITDA

Tencent/腾讯: 2018 ~ ¥ 312.6 “ Revenue
~ ¥ 27.1“ EBITDA

Traditional vs. Digital Business/传统广告业务 vs. 数字广告业务

Traditional Business

Process centric/流程导向

High latency/高延迟性

Cost focused/注重成本

Company controlled/公司掌控

Multichannel/多渠道

Hard and slow to scale/难以扩展

Single function with siloed metrics/

单一功能单一指标

Digital Business

Customer centric/客户导向

Low latency to real time/低延迟/实时性

Outcome focused/注重结果

Customer controlled/客户掌控

Omnichannel/全渠道

Easy and quick to scale/容易扩展

Integrated functions/多功能的

Ten Ways Your Smartphone Knows Where You Are

十种智能手机定位你的方法

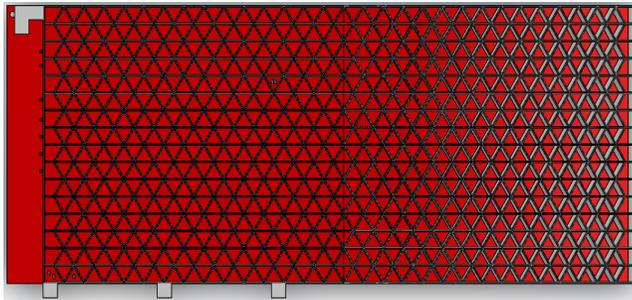
1. GPS/全球卫星定位系统
2. Assisted GPS/辅助卫星定位系统
3. Synthetic GPS/综合卫星定位系统
4. Cell ID/蜂窝小区识别号
5. Wi-Fi/无线网络
6. Inertial Sensors/惯性传感器
7. Barometer/气压计
8. Ultrasonic/超声波定位
9. Bluetooth Beacons/蓝牙信号
10. Terrestrial Transmitters/地面信号基站

→ There is no way to escape digital advertisement/面对数字化广告我们无处可逃

From Signaling to Messaging/从信号灯到信息传递

Resolution/像素

Segmental RCL/像素化尾灯
1K



RCL display signaling/显示屏尾灯
28K



“Digital display door”/显示屏车门
115K



Display Demo setup/显示屏样件参数

Segmental RCL 像素化尾灯

- 1 x 2 aspect ratio/1:2纵横比
- ~ 1 mm pixel pitch/1 mm间距
- Amber&Red/红黄双色
- about 1K pixel/1K像素

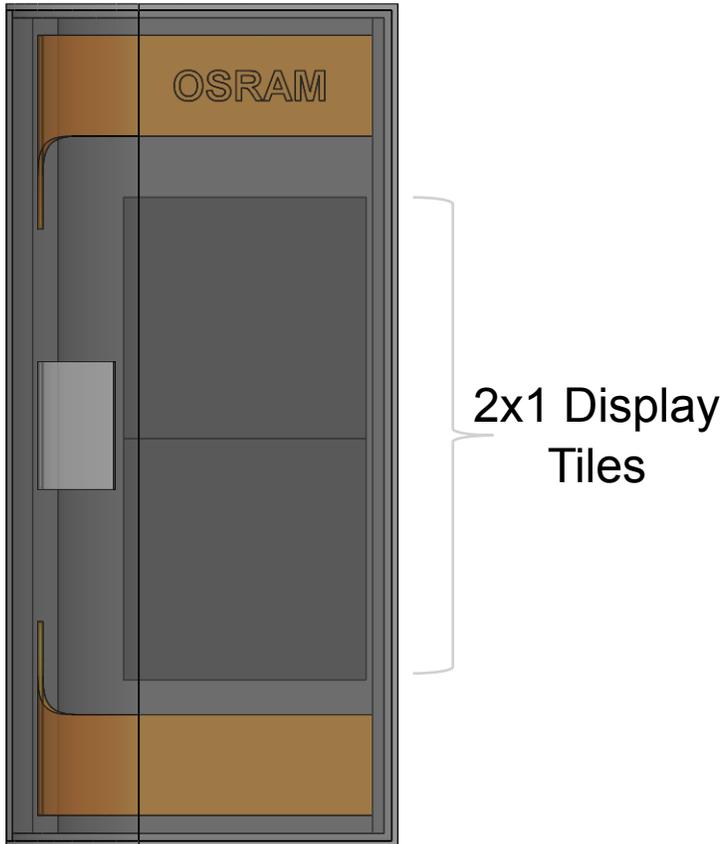
RCL Standards signaling 显示屏尾灯

- 1 x 2 aspect ratio/1:2纵横比
- < 1mm pixel pitch/小于1mm间距
- RGB pixels/RGB三色
- > 28k pixel (RGB)/大于28K像素
- Up to 6000nits for white
白光亮度达到6000尼特

“Digital display door” 显示屏车门

- 1 x 8 aspect ratio/1:8纵横比
- < 1mm pixel pitch/小于1mm间距
- RGB pixels/RGB三色
- > 115k pixel (RGB)/大于115K像素
- Wide color gamut >90% sRGB
色域>90%sRGB
- Up to 6000nits for white
白光亮度达到6000尼特

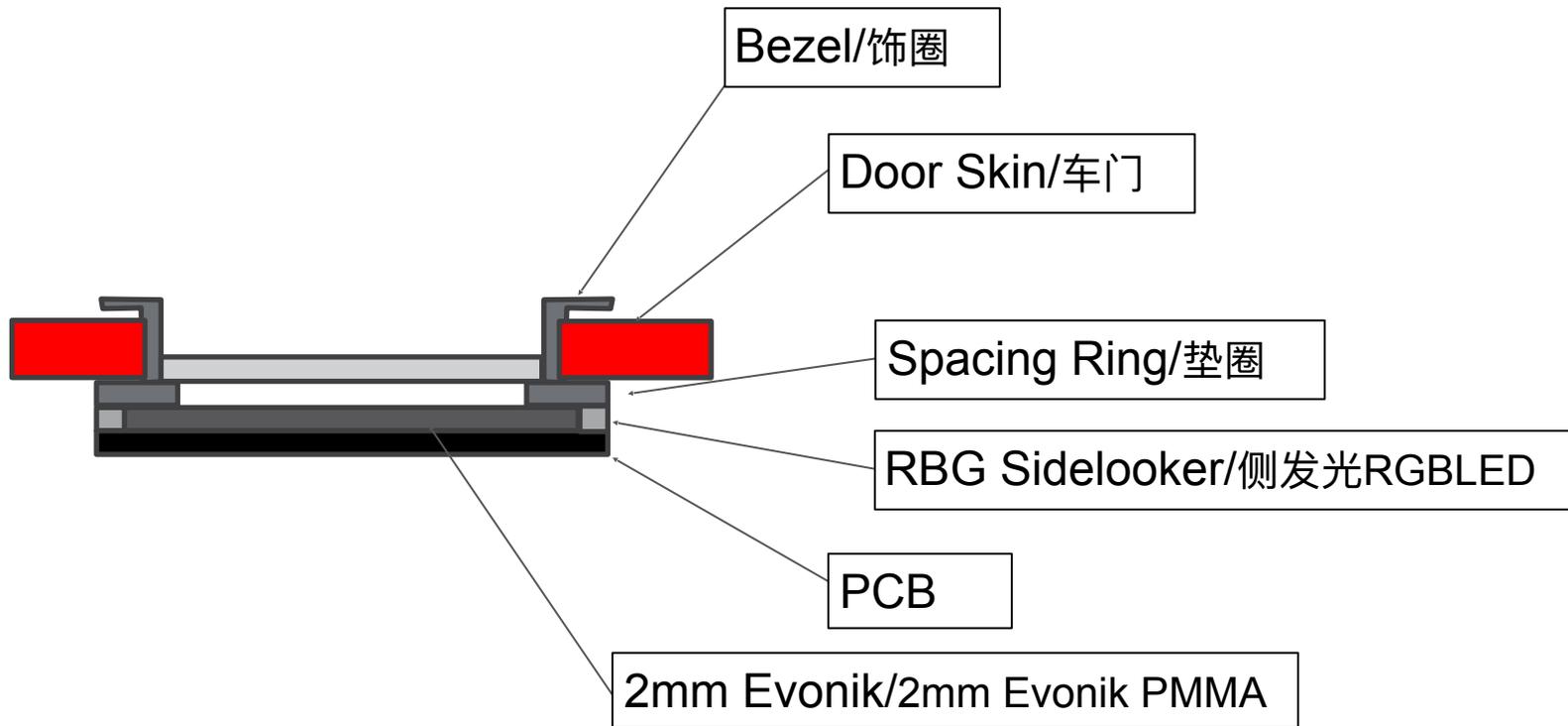
RGB RCL/RGB尾灯展品



Features

- 2 Bi-color Lighting Elements for Stop, Tail, and Turn Signal
 - Uses Evonik Endlighten Material lit from 2 sides
 - SYNIOS P2720 – red
 - SYNIOS P2720 – yellow
- Back-up Function
 - Single Edge lit Evonik Endlighten
 - SYNIOS P2720 – white
- 2 RGB LED Display
 - 120x240 overall resolution
 - <1.0mm pixel pitch
 - RGB Pixels
 - 5V input

RGB Lit Element Construction/RGB车门结构



Welcome&Greeting/迎宾模式

Your car welcomes you for a ride !

Driving Mode/行驶模式

DVN Workshop Advertisement/DVN宣传片

Automated Driving Mode/自动驾驶状态

Car locking/车辆上锁



Many thanks!