Thu, 10 April 2025
Weekly Newsletter

DVN Interior

NEWSLETTER #256

Editorial

Köln Workshop: Interior UX-UI Drives Technology

KÖLN WORKSHOP OPENING (DVN IMAGE)

DVN Interior's Köln Workshop opened the day before yesterday, with almost 200 automotive interior industry representatives. Watch the newsletter over the coming weeks for extensive reporting of this workshop, full of technology input (37 lectures!) and a strong UX-UI human centric input. Clearly, technology has a purpose here in terms of user experience, user interaction, and that constellation.

This week's in-depth piece summarizes the seating market outlook, following S&P Global's market outlook on functionality with a perspective on features and materials. Then we cover Diconium—VW's digital arm—on Chinese consumer expectations, and how they differ from western preferences.

The two perspectives, eastern and western, add up to better understanding of what functionalities need to be developed for future generations of in-car seating.

Stay tuned for more about the conference, and, as always, thank you for your support.

Sincerely yours,

Philippe Aumont
DVN-Interior General Editor

In Depth Interior Technology

Köln Workshop: Market Perspective, Keynote, Seating Trends

S&P MOBILITY'S SACHA KLAPPER GIVES KEYNOTE SPEECH (DVN IMAGE)

We start our DVN Interior Köln event reportage with the opening keynote from S&P Global's Mobility, Research and Analysis manager, Sascha Klapper. His talk was entitled "Automotive Seating Market Outlook, Evolution or Revolution?".

Is the overall automotive market still growing?

The top 10 Brands are very stable with Toyota, VW, Ford, and Hyundai in the top slots. One newcomer — BYD—is № 3 with over 3 million vehicles sold. In Europe, these top-10 brands are stable in volume, except Audi and Fiat with much lower numbers.

From a car segment perspective, there's a rising market for B-segment cars, compacts known for their affordability and efficiency, appealing to urban drivers and first-time car buyers. The market is rising as well for D-segment cars: mid-sizers with a balance of space, comfort, and performance; driven by increasing demand for larger, more comfortable, and feature-rich vehicles, as well as the trend towards SUVs.

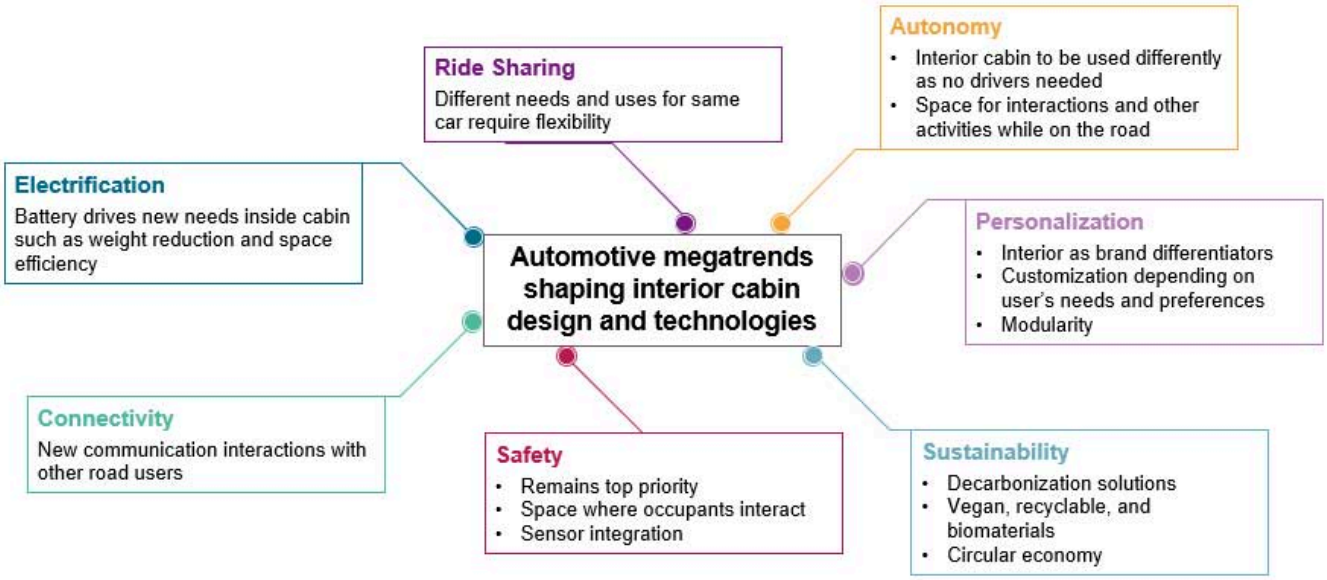
The growing preference for SUVs signifies a fundamental change in consumer priorities and automotive market dynamics being driven by increased purchasing power, changing consumer preferences for versatile and spacious vehicles. This presents significant opportunities for manufacturers to expand their SUV offerings and innovate in design, technology, and fuel efficiency.

From an electrification perspective by region:

- in **Europe**, BEV adoption is slowing with policy shifting away from stringent green regulations.
- in **China**, the direction from conventional to highly electrified vehicles remains almost unchanged, with mostly adjustments between BEV and PHEV/REEV due to market dynamics over the past year.
- in **North America**, the Trump Administration is looking to weaken emission regulations and slash consumer incentives set up under the Inflation Reduction Act, which in turn will likely drive a review of automakers' model lineups in the long term.

For autonomous driving: have we been too optimistic? Probably, but the ADAS market is still growing.

Major interior trends



Seating overview by configuration and features

ALPINE BUCKET SEATS, L (RENAULT IMAGE)

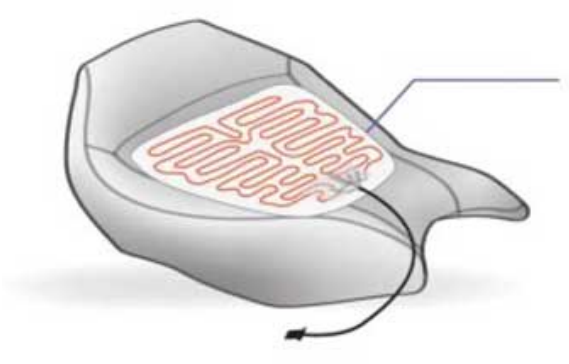
SEAT ARONA BENCH SEAT, R (SEAT IMAGE)

For seat configuration, bucket seatsare increasingly common in front rows, while bench seats still dominate in the rear, where they're preferred for their affordability, flexibility, and their capacity to accommodate more passengers.

Manual seat adjustment is prevalent in segments prioritizing low price and simplicity, are often found in entry-level vehicles, and weigh less than power mechanisms.

Power seats, on the other hand, are prevalent in segments targeting premium driving experiences; they're increasingly standard or optional in higher-end vehicles. They offer advanced comfort, convenience, and customization. They're also becoming available in higher trims of affordable cars (B-segment ones, for example).

There’s strong demand for seating with HVAC features in regions with extreme climates. There's also rising uptake in EVs, where ventilated seats are offered as standard since there’s no heat coming from a combustion engine.



HEATED SEAT CUSHION (DMS IMAGE)

Heated seats are the most-used technology. Typically there's a resistance conductive system embedded in the seat. They're inexpensive and simple to install, but they take a long time to warm up to a comfortable level.

Ventilated seats use passive cooling to improve occupant comfort. Vent systems draw air from within the cabin and distribute it to the seat surface and within the seat foam through perforations in the seat covers. This is costlier than heat systems.

Seat surface materials

TESLA STOPPED USING LEATHER IN 2017 (TESLA IMAGE)

The automotive industry is responding to consumer demand for eco-friendly materials with artificial leather emerging as a popular choice aligned with sustainability goals.

There is a clear trend towards integrating more sustainable materials, such as recycled and bio-based ones, into seat designs. This shift reflects the automotive industry's efforts to reduce its ecological footprint.

Demand for artificial leather is surging as consumers seek sustainable and ethical alternatives to animal leather. Synthetics offer similar aesthetics and durability, and are easier to maintain and less costly.

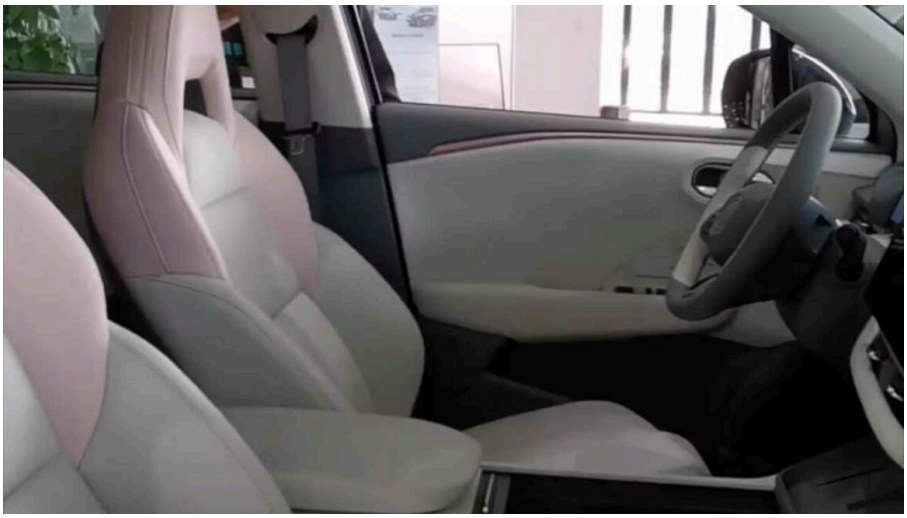
Simultaneously, there's a decline of traditional leather as environmental concerns grow. Consumers are increasingly aware of the environmental impact of leather production, driving a preference for synthetic options to reduce ecological footprint.

The evolution of car seating in China

DICONIUM-VW'S GUANG YANG PRESENTING AT THE DVN EVENT (DVN IMAGE)

Guang Yang is an Advanced UX Designer at Diconium, a VW subsidiary driving digital transformation. He gave a lecture on the evolving role of seating in the Chines auto market. The presentation was subtitled 'The Throne', emphasizing that in China, car seats are not just a place to sit, but a status symbol; a space for rest, work, and family connection, shaped by distinct cultural values, lifestyle habits, and social norms.

Chinese consumer expectations differ to those in traditionally-leading western markets.



LYNK & CO 06 (LYNK & CO IMAGE)

Chinese consumers want their car seats to do more than just support them. They want to be welcomed by the seat; they want it to automatically adjust to their posture, detect their fatigue level, and start a personalized massage.

On a business trip, they want the seat to play an active role in their moments to unwind. They want the seat to slide further back, giving extra legroom, while the seatback reclines and a legrest extends forward to support their feet. Meanwhile, the massage function kneads away tension, while the air purification system fills the cabin with a scent. The car becomes their personal sanctuary of relaxation.

For families, the car isn't just a transport appliance, but a family hub on wheels, where multiple generations travel together. So Chinese consumers want swiveling seats and a fold-out table, so the cabin easily transforms into a face-to-face living room for games and social time. A rear screen turns it into a private cinema for kids, while heated, ventilated seats ensure comfort for grandparents.

Equally, the car is not just about safe and comfortable transport, but also about experience, status, and emotional connection; it's a moving space where people work, relax, socialize, live family life, and express their identity.

Chinese consumers consider how the car will be perceived by others—family, friends, colleagues, and clients. A well-chosen vehicle can signal success, reliability, and taste, which plays a big role in both personal image and professional reputation.

Unlike in Western markets, where the driver's seat is king, in China, it's the passenger experience that dominates. That's because many car owners are chauffeured for work, business meetings, or family duties, making the back seat their main space in the car.

The right rear seat is often seen as the VIP spot—still a norm in chauffeur-driven luxury sedan. It's also common for people to drive family members or elders, and showing care means offering them a quiet, spacious, and comfortable ride in the second row. As a result, features like reclining seats, massage functions, and rear entertainment systems are becoming key selling points, not just nice-to-have extras.

Consider the 'queen's seat': fold the front passenger seat, allowing the right rear passenger to lie down comfortably like a queen on her sofa. The seat is like a recliner chair; it moves further back to gain leg space, extends a leg rest, and allows the occupant to sit comfortably.

In China, over 13 per cent of households live with three or more generations under one roof—a stark contrast to just 0.8 per cent in Germany, for example. So vehicles must accommodate children, parents, and grandparents all at once. That's why rear-seat accessibility, comfort for the elderly, and flexible seating layouts are essential features for everyday mobility in many Chinese families.MPVs and SUVs are booming because they offer spacious second-row captain chairs, perfect for family outings.

LYNK & CO 900EM-P (LYNK & CO IMAGE)

In China, work and life often blend together, and cars need to support this mixed lifestyle. The car must be ready to transport clients or colleagues or even serve as a mobile workspace between meetings. Consumers expect seating that's comfortable, and also professionally presentable and multifunctional, supporting everything from relaxation to productivity in the mobile office.

2024 GAC TRUMPCHI M8 (GAC IMAGE)

In China, taking a short nap during the day is a common habit, especially for office workers, drivers, and parents waiting during school pickups. So seating functionality must be flexible enough to afford naps, as a second living room and sometimes even a mobile bedroom.

Also, kids influence carbuying decisions. Child-friendly seating features—soft cushions, built-in screens, easy access—are increasingly important. Unlike in western markets, where cars are often a personal space, in China, they are a family space, where seating must accommodate everyone's needs. It's common for people to use the same vehicle for family outings on weekends and for business during the week.

Key takeaways

Chinese consumers want flexibility, comfort, and multifunctionality—seats that adapt to family needs, business use, and lifestyle habits like napping or socializing. The seats in a car should be more than just a place to sit; they must reflect status, support daily routines, and offer a smart, wellness-focused experience that turns the car into a mobile living space.

Four key takeaways, then:

Design for the rear first

In China, the rear seat is often the main seat; automakers prioritize second-row comfort, features, and prestige as a core part of the user experience.

Flexibility is essential

Seats must adapt to diverse use cases—family, business, leisure, and rest—making modular and transformable seating highly valuable.

Lifestyle integration matters

Consumers expect seating to support napping, working, relaxing, and entertaining, turning the car into a multi-purpose personal space.

Culture shapes expectations

Seating preferences are deeply rooted in social norms, habits, and hierarchy, so automakers must localize seating designs to reflect how people actually live and travel in each region.

Interior News

No Buttons in Deepal S07 Midrange SUV

INTERIOR NEWS

CHANGAN IMAGES

China's № 4 carmaker, Changan, is coming to Europe. Over the next few years, they plan to gradually launch three subsidiary brands in different European markets. The Deepal brand is making a start with the midrange S07 SUV, priced around €45,000. The car will be available to order in the first European markets this May.

There are three preset driving modes. In individual mode, the driver can take action themselves and tweak the parameters. There are no steering wheel paddles as in some other manufacturers' cars. The developers have also dispensed with the instrument cluster behind the steering wheel. Instead, there is an AR HUD.
Apart from the steering wheel buttons, there are no buttons for operation. The Deepal S07 is operated entirely via the touchscreen on the center console. The 15.6" screen leans towards the driverwhen they get in. A customizable shortcut bar provides access to frequently used functions. Alternatively, certain functions can be controlled using gestures and voice control.

A pretend-campfire can be called up on the display, into which you can add pretend-wood using the touchscreen to increase the temperature of the seat heating. It works in a similar way in a winter landscape with the seat cooling.

The S07 is capable of Level 2 automated driving. There's a 360-degree camera with transparent chassis view, dual-zone automatic air conditioning, and a panoramic roof.

See also our coverage of the Deepal S09.

Pleos is Hyundai's New Software Brand

INTERIOR NEWS

HYUNDAI IMAGE

The Hyundai Motor Group presented their new software brand, Pleos, at their Pleos 25 developer conference in Seoul. The name is intended to create a software-centered mobility platform that networks vehicles, infrastructure and cloud services while forming the technological basis for functions such as autonomous driving, vehicle connectivity, fleet management and intelligent route planning.

Hyundai's aim is to create a cloud in which all forms of mobility are connected by software and constantly evolving. Among other things, the platform will integrate high-performance chips, Hyundai's own vehicle operating system, and the new Pleos Connect infotainment system, which will be used in series-production vehicles from 2026 and will be available in more than 20 million vehicles by 2030.

Pleos Connect is described as an infotainment system based on the Android Automotive OS, with unique, customizable and user-friendly features. It allows for maximum openness and scalability of the Android development ecosystem, and enhances compatibility with mobile apps for a familiar user experience, features a smartphone-like UI with split view, multi-window functions and 'Gleo AI' voice recognition-based agentic AI for intelligent vehicle control. It provides a personalized service environment based on Pleos ID, a single, connected user profile accessible in any Pleos Connect-based vehicle

Hyundai also wants to create an open developer platform called Pleos Playground, which offers third-party providers access to various interfaces for the development of new applications. Hyundai intends to work with partners such as Samsung, Google, Naver, Socar, and Unity.

Hyundai also announced the founding of the Next Urban Mobility Alliance, which will develop cloud-based forms of mobility for urban areas with public and private players. The focus will be on topics such as justice, climate change, and demographic change.

Thermal Touch, Imitating Texture in Interiors: ID Tech Ex

INTERIOR NEWS

ULTRALEAP IMAGE

Haptics refers to technology that actively enhances the touch experience when engaging with devices, allowing for a more streamlined and stimulating customer experience with surface textures and thermal haptics. IDTechEx's report, "Haptics 2025-2035: Technologies, Markets, Players", primarily explores tactile haptics, which include vibration, surface texture, contactless haptics, and thermal haptics. IDTechEx expects the haptics market to grow at a CAGR of 4.4 per cent between 2024 and 2035.

Eccentric rotating mass motors and linear resonant actuators were the main actuators at first. Later, voice coil motors and custom electromagnetic actuators came in with reduced resonance and faster speed. IDTechEx reports that these actuators require no reliance on materials that may be tricky to obtain, making their acquisition very feasible. However, due to their reduced resonance, they have a higher power consumption and make require large volumes and complex structures, which may increase overall costs.

Now, Piezoelectric actuators are beneficial due to their small size and wide bandwidth and can be used to integrate sensing capabilities without complex arrangements.

Even if smartphones are one of the main markets for haptic feedback, the automotive market is beginning to incorporate more haptics and is one of the main growing markets for this technology, as car manufacturers are looking to streamline passenger experience in parallel with new electric and automotive vehicle designs. Haptics can also allow for a cleaner and more functional use, while potentially reducing manufacturing costs as button features are built-in, without the need for additional materials. Tesla's incorporation of indicator buttons on the steering wheel is an example of this, while car touch screens have been one of the largest applications for haptics in automotive interiors, or heated seat buttons that require a simple tap to be activated.

The replacement of buttons has generated alarm from safety experts and unfavorable opinions from consumers; Volkswagen says their decision to switch to haptic controls was not received positively. While haptics technology within automotive interiors may seem like an innovative and exciting way forward, the importance of customer reactions may determine the extent to which haptic controls are implemented.

Zonal Architecture in BMW New Class, Nio ET9

INTERIOR NEWS

BMW IMAGE

BMW is using a zonal data network for the first time in the New Class. Four high-performance computers manage important functions: infotainment, automated driving, driving dynamics and basic functions such as vehicle access, climate and comfort. According to BMW, the four computers have over 20 times the computing power of the current generation of vehicles, and a 20-per-cent improvement in energy efficiency.

The wiring harness is divided into four zones: front, trunk, rear and roof. The computers are networked with smaller control units, the zone controllers, via high-speed data connections. These control and bundle the data flow of the electronics in and out of the zones.

The cables in the vehicle are zone-related and therefore shorter, thinner and lighter: 600 meters less cable and 30 per cent less weight compared to the previous generation. BMW Boardmember for Development Frank Weber says this "allows us to decouple the development of the vehicle and software from each other. The advantage: even more than today, all future BMW models will remain digitally up to date via OTA upgrades and will also receive updates from the next generation of vehicles and the generation after that".

BMW says digital fuses are required for thinner and lighter cables. "Smart eFuses", they call them, and they replace up to 150 conventional fuses. The e-fuses are programmable for digitally-controlled power distribution to components. This means selective activation of components, for example for power modes. Unnecessary power consumers can be deactivated for different vehicle states such as driving, parking, charging and upgrading.

BMW Electronics & Software head Christoph Grote says, "With the introduction of the New Class, we are entering a mode of software development in which we achieve software continuity. This means that we are constantly developing software and not always developing new software".

The Shared Service Layer is middleware which connects the four computers, provides cybersecurity, and allows OTA updates, among other things. Networked cross-domain data sources should also make AI functions possible.

According to BMW, the development teams are working on well over 1,000 software modules for the New Class; over 20 GB of software, and over 500 million lines of code. They are integrating the results on the zone computers and in the remaining electronic architecture in the vehicle. They receive support from various tools that make use of generative AI. BMW calls this tool chain CodeCraft, and speaks of faster development and higher quality. According to BMW, Code Craft runs in the cloud on up to 75,000 virtual processors. Well over 10,000 software developers can work in parallel.

NIO IMAGE

The next generation of the E/E architecture is also gradually gaining ground in the Chinese automotive industry. A first example of this new E/E architecture is installed in the ET9 from Nio, which was launched on the market in December. In it, a central computing unit takes over the tasks that were previously performed by many different domain controllers. Instead, the manufacturer has opted for a zonal architecture in which two regional controllers in the front and rear of the vehicle are controlled by the central unit.

This greatly reduces the number of ECUs required in the car, and simplifies the wiring harness, for savings on cables and expensive ECUs. It also simplifies assembly and saves on material costs. The signals in the car can also reach their destination more quickly. With increasingly automated driving and networked vehicles communicating via the cloud, this means greater responsiveness.

Toyota C-HR+ Sensual Tech Design Interior

INTERIOR NEWS

TOYOTA IMAGES

The interior of the Toyota C-HR+ ('CHR' is for Coupé High-Rider) is modern and streamlined, creating an open and welcoming feel, with ambient lighting adding sophistication. Within an overall length of 4,520 mm, the wheelbase extends to 2,750 mm. This helps secure spacious accommodation with generous headroom and a 900 mm front-rear couple distance. The result is greater cabin space than is typically expected of a C-segment SUV.

The equipment features recognize how the vehicle will be a shared space and not just about the driver. Hence the provision, for example, of two wireless smartphone chargers and rear cabin USB ports to ensure everyone on board can be connected when on the move; rear cabin air conditioning controls; and a panoramic roof that brings natural light to all parts of the interior.

The Toyota C-HR+ inserted the latest technologies for comprehensive safety and onboard connectivity. All versions benefit from extensive Toyota T-Mate features, including Toyota Safety Sense active safety and driver assistance systems. Driving is made safer and easier, with early detection of a wide range of accident hazards and automatic activation when needed of braking, steering and power control to help the driver avoid an impact.

A number of advanced features are provided as standard, including a blind spot monitor, adaptive healdamps, and parking support brake. Park assist and a panoramic-view monitor are included in the high-grade specification.

A 14" multimedia display will be a standard feature, forming a focal point in the front cabin design. The navigation system includes a dedicated EV routing function that calculates routes with convenient charging station options, according to the car's state of battery charge and available driving range.

Using the MyToyota app allows owners to monitor and manage key aspects of their vehicle, including charging status, charging time, driving range and usage data.

Scheduled for launch in certain European markets in late 2025, with a full rollout to all European markets starting in 2026, it will join the Urban Cruiser and the bZ4X to give a complete Toyota line-up of products across the B, C and D-SUV BEV segments.

Nio ET9 Interior and Exterior Lighting UX, Together!

INTERIOR NEWS

NIO IMAGES

Nio has put up an interesting video showing how they can interact and communicate with dynamic interior and exterior lighting, front and rear—especially with their high-definition projection lights providing light carpets, Nio logo signatures, and welcome lighting.

The Design Lounge

Zeekr 007GT Interior Is Out!

THE DESIGN LOUNGE

ZEEKR IMAGES

Zeekr has released five new interior images of the upcoming 007GT, known as 7GT in international markets, revealing a sporty and practical design that borrows elements from the 007 and 7X siblings, plus some interesting new features.

The 007GT, a wagon version of the 007 sedan, looks set to debut two new interior colors, and both designs appear to combine Nappa leather and suede or Alcantara on the seats with contrast stitching, Microfiber on the roof and pillars, and a trendy tag on the dashboard that appears to be made from Alcantara.

The center console area features open illuminated cupholders and a pair of wireless chargers in front of which is a 007GT plaque.

A small shelf can be seen just beneath the chargers, which themselves sit under a row of switches and rollers, where a pair of toggle switches sit either side of a roller wheel for the volume that can also be pressed for mute.

Other notable features include a large HUD, probably the 36.21" AR HUD from the sister models, and a comprehensive Zeekr Sound system, likely the same 21-speaker setup as in the 007, including two speakers visible in the driver's seat headrest.

The ambient lighting matches that in the 007 but without the strip under the central screen, so is a simple patternless strip across the corner of the door and across the dash, with extra lighting in the door pockets.

The front seats look to lack base cushion extension, so should be 14-way adjustable for both driver and passenger, and feature heating, ventilation, and massage functions.

The cabin is topped with a large panoramic window without an electric sunblind.

In the rear, there isn't too much that's notable, except the introduction of Zeekr Magnetic Link points on the back of the front seats, suggesting Zeekr will be offering magnetic accessories for mounting items like phones or tablets for rear seat passengers.

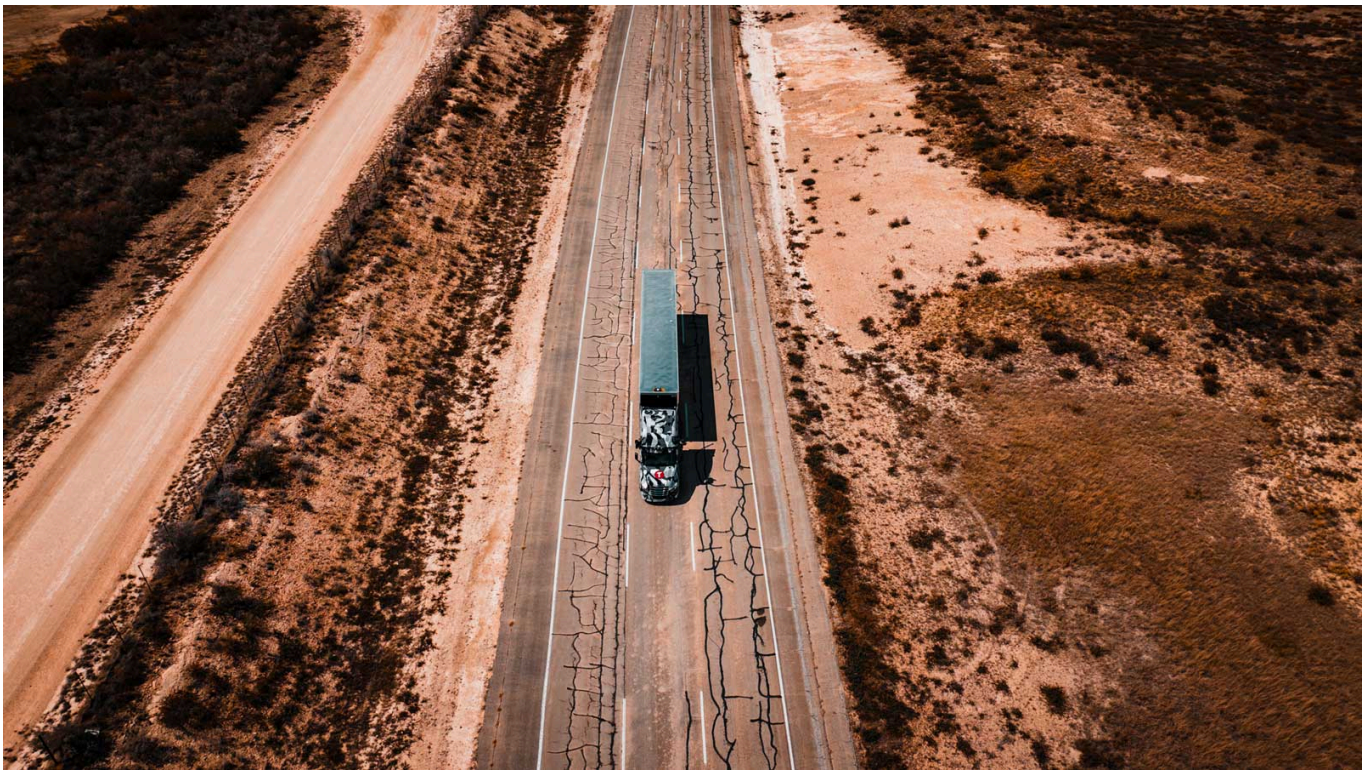
Elsewhere, there are rear vents on the back of the centre console, plus twin USB-C sockets, and an armrest in the centre.

The overhead images reveal one final small detail, that of rails built into the boot floor for mounting things. Some images of the Lynk & Co 900 have shown a box that stores fold out seats to face backwards from the boot lip, so perhaps this is something Zeekr has in mind for the 007GT.

News Mobility

Torc Robotics Tests Functions without a Safety Driver

NEWS MOBILITY



DAIMLER TRUCK IMAGES

Torc Robotics has started to validate software for autonomous driving. Trucks from Daimler Truck are driving on a multi-lane, cordoned-off test track without a safety driver behind the wheel. The product acceptance test was carried out at full operating speeds of up to 105 km/h.

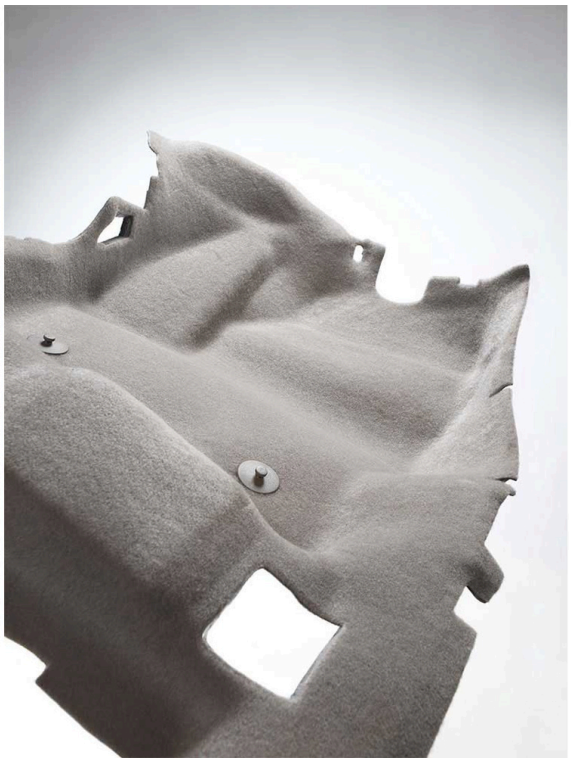
The function of the driving software—to move a truck safely without a human on board—is an important point with regard to the introduction of autonomous driving for commercial use. So far, Daimler Truck and Torc have tested and developed autonomous driving for safety reasons with safety drivers and driving supervisors on board. Their task is to constantly monitor the truck during the entire driving operation and to be ready to take over control from the autonomous driving application at any time. Daimler Truck and Torc have so far tested their systems together with logistics companies on selected routes, for example on highways and country roads, as well as driving off and turning at controlled intersections.

The trial marks Torc's entry into the scalable product release process, the company announces. Among other things, the company's system architecture will be combined with production-ready embedded hardware and safety technology to develop an autonomous driving software product. The technology is due to be launched on the market in 2027.

General News

Autoneum Buys Jiangsu Huanyu

GENERAL NEWS



NEEDLEPUNCH CARPET / DI-LIGHT (AUTONEUM IMAGE)

Autoneum, based in Winterthur, Switzerland, works in acoustic and thermal management for light and commercial vehicles. They develop and produce multifunctional, lightweight and sustainable components and systems for interior floor, interior trim as well as engine bay and underbody. Autoneum is represented in 25 countries, employs around 17,000 people, and operates 77 production facilities worldwide.

Last week, they announced their acquisition of a 70-per-cent stake in Chinese automotive supplier Jiangsu Huanyu Group. The buy, first announced last November, was completed with effect from 28 February this year, following approval by the authorities.

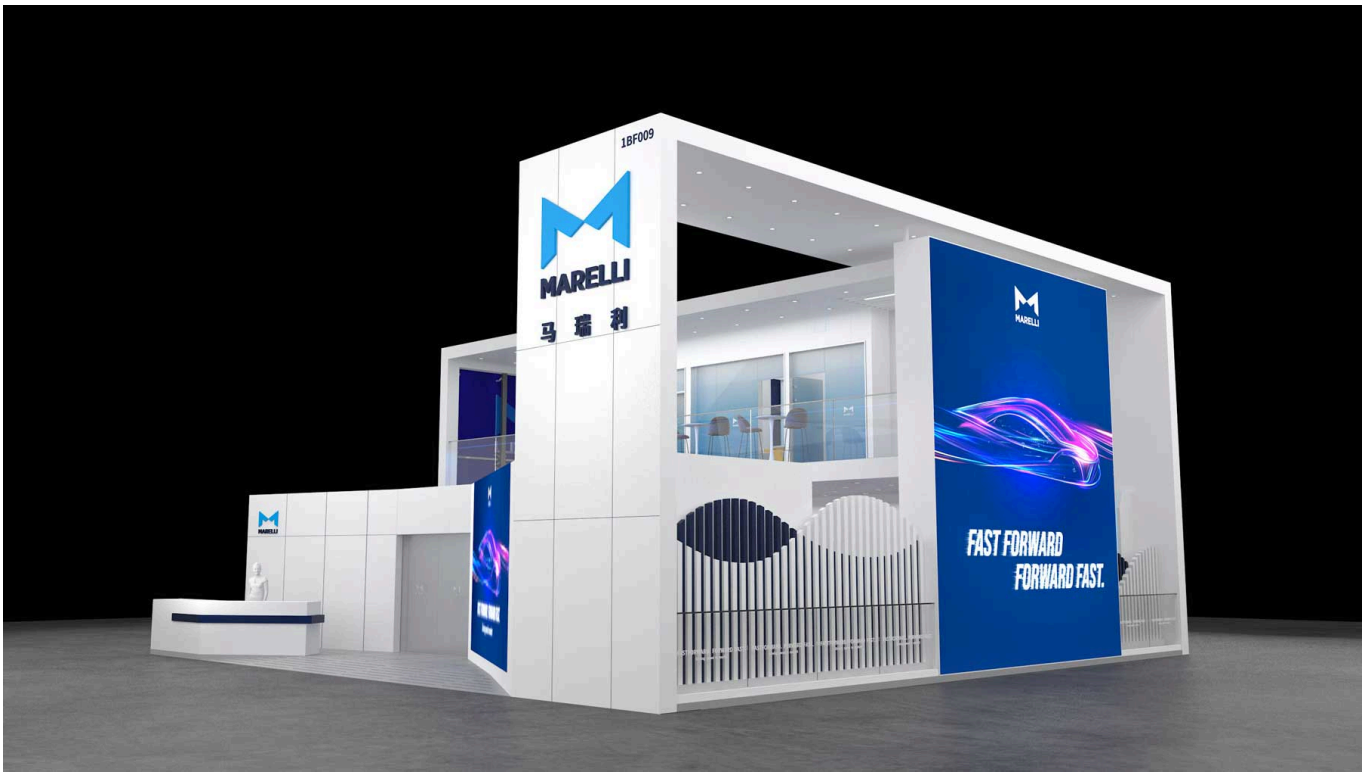
Autoneum also has the option to purchase the remaining 30 per cent of the share capital in 2028. Jiangsu Huanyu will continue to operate under its Chinese name.

Established in 2001, Jiangsu Huanyu operates 13 production facilities with about 1,200 employees near local vehicle manufacturers in the north, west and southeast of China, including the booming automotive hubs of Anhui and Shaanxi. Their product portfolio includes components for the vehicle interior such as carpets, inner and outer dashes, headliners, trunk and interior trim, wheelhouse outer liners as well as insulation for the engine bay and the underbody, offering strong potential for synergies with Autoneum's current product offerings. In the 2023 financial year, Jiangsu Huanyu generated revenue of around €139m with a significant increase in 2024.

The takeover marks another milestone on the way to generating 20 per cent of Autoneum revenue in Asia in the medium term. Autoneum CEO Eelco Spoelder says, "Jiangsu Huanyu Group achieves over 90 per cent of its revenue with Chinese customers, making it an excellent strategic fit for Autoneum. We are gaining access to an established customer base in China, including several major Chinese vehicle manufacturers such as BYD, BAIC and GAC, and are thus significantly strengthening our position in the world's largest automotive market. Jiangsu Huanyu Group's presence and diversified product portfolio will also support the expansion of our commercial vehicle business in China and enable us to leverage further synergies in the areas of technology, manufacturing processes and purchasing".

Marelli-Infineon Micro Laser Projector

GENERAL NEWS



MARELLI IMAGE

Marelli will showcase their latest speed-to-market innovations at Auto Shanghai 2025, from 23 April to 2 May. They will present the 'Fast Forward, Forward Fast' theme, highlighting their commitment to accelerating product development to help carmakers get to market faster. Marelli will offer a curated journey through four distinct areas: a 'Momentum Lab' will focus on Marelli's agile approach to innovation through minimum viable products (MVPs), a 'Velocity Zone' will be dedicated to software-defined vehicle (SDV) enablement tools, an 'Acceleration Lane' will highlight modular solutions through the supplier's tiered hardware development platform approach, and the 'Instant Impact' area will display ready-to-offer technologies, for immediate deployment.

Lighting will be part of the show with two really promising innovations. First will be the Micro Laser Projector, co-created with Infineon. This display concept decouples the projection function from the surface that shows the information—increasing flexibility and performance while reducing cost. The projection unit is made of three RGB laser sources and a MEMS mirror to form an image by scanning. It will reflect light only when it is needed, reducing energy consumption. It offers flexibility in projection surfaces, accommodating customer preferences such as windshields, console, large information panel, dashboards, and even curved surfaces of various shapes and sizes. It provides outstanding brightness, color, contrast, and extreme flexibility of applications while always maintaining focus. Subtle ambient lighting and detailed information displays are ensured, resulting in versatility for both day and night use and user convenience through intuitive operation. Second is the Pixel Rear Lamp demo, which uses TFT-OLED technology to deliver high-resolution displays integrated in rear lamps, aligning with market trends in dynamic communication and personalization.