

- 1. Autonomous Cars
- 2. Mobility as a Service / On-Demand Mobility
- 3. Internet of Mobility Things
- 4. Traffic Management 2.0

#### FOR AUTONOMOUS DR FOR GENERATING T

#### MPORTANT SENSOR

In-car sensors alone does not suffice for high-precision localization and a complete digital image. The sensor setup of a HAD/FAD car is therefore completed by the HD Map.

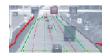
How does the road proceed beyond what my sensors see?



HD Map as additional sensor, essential for automated driving:

- Localization
- Foresight











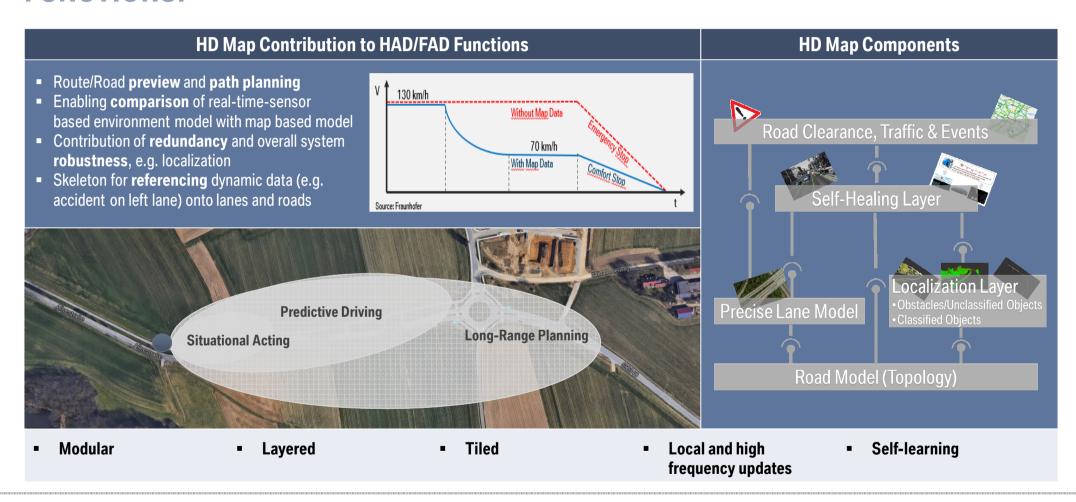


Is the object ahead of me in my lane?

> Where am I laterally relative to the lane?



## THE HD MAP AS SENSOR IS EFFECTING DIFFERENT RANGES OF PREVIEW FUNCTIONS.



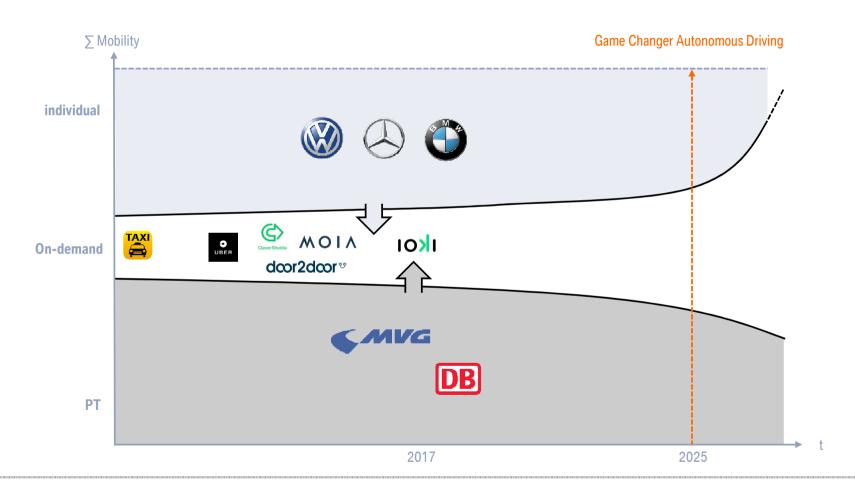
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## THE NOW FAMILY OF ON-DEMAND SERVICES



BMW Group | Mobility Technologies | Ulrich Fastenrath, EE-541 | 06.06.2018

#### ON-DEMAND MOBILITY MEETS AUTONOMOUS DRIVING.



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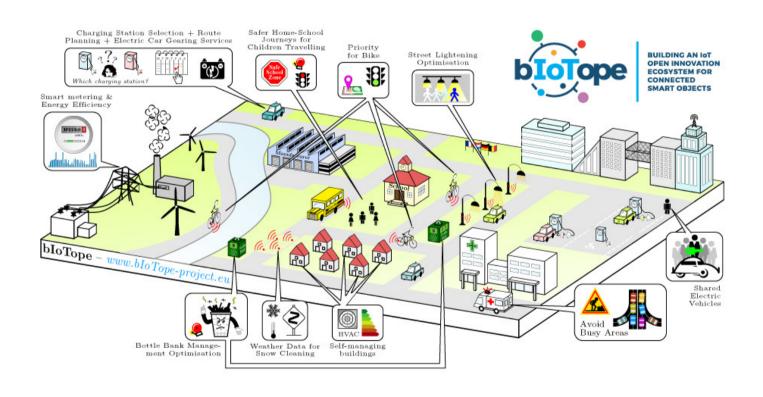


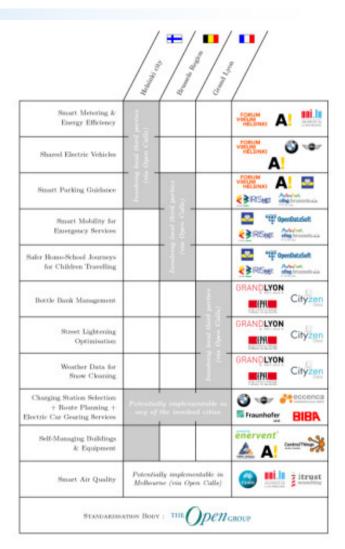


VISION DIGITAL Creation of a complete virtual instance of the vehicle in a fully digitized environment with unlimited possibilities to derive context and functions.

#### **OVERVIEW**







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## CONTINUOUSLY INCREASING REQUIREMENTS FROM CUSTOMERS AS WELL AS INFRASTRUCTURE CAN BE SOLVED WITH NEW TECHNOLOGIES.

#### **Basic Customer Needs**



**SAFTEY** 



**COMFORT** 



**EFFICIENCY** 



**EMISSIONS** 



**AVAILABILITY OF SPACE** 













# **Customer Expectations**

"I would like to use mobility services as I want to."

I'm never get stuck in a traffic jam, again.

"I never have an accident again."

"I'll always find a parking spot."

"I don't have to bother with services like maitenance, filling up gas, charging or cleaning." "I am allowed to drive in big cities (without emissions)."

"no more waiting on red traffic lights."

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# **SOCRATES 2.0 CREATING A WIN-WIN-WIN SITUATION**



