Beat: Automobiles

Consumer Electronics Show (CES 2016)

Las Vegas - USA - JANUARY 6-9, 2016

Las Vegas, USA, 04.01.2016, 20:02 Time

USPA NEWS - Las Vegas, USA. Mercedes-Benz is the pioneer when it comes to digitalisation in the automotive industry. Under the motto "It´s all about me", visitors heading to the Mercedes exhibition stand are able to immerse themselves in the individual world of Mercedes me.

They discover just how Mercedes-Benz combines the requirements of modern mobility with digital life ““ from connected vehicles with digital lifestyle offerings, to the intelligent car of the future. Exclusively, in advance of the world premiere in Detroit, CES visitors can also experience the innovative cockpit of the upcoming new E-Class which is set to herald an all new era in digitalisation ““ with high-resolution visualisations and animations, touch-sensitive control and also smartphone integration with capacitive aerial coupling and wireless charging. An insight into the future of the User Interface and User Experience Design, meanwhile, comes courtesy of the "Concept Intelligent Aerodynamic Automobile" show car.

“As the car has become more connected we have seen the popularity of in-vehicle technologies increase as well. We created the Vehicle Intelligence Marketplace to showcase advanced innovations and how these technologies are making the driving experience safer,“ said Gary Shapiro, president and CEO, CEA. “The continued growth of the automotive category at CES parallels the rapid evolution of in-vehicle technologies. From connectivity to autonomous driving technologies to other rapidly evolving innovations, consumers today view in-vehicle technology as an important factor in their buying decisions.“

Article online:
https://www.uspa24.com/bericht-6885/consumer-electronics-show-ces-2016.html

Editorial office and responsibility:
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Official Federal Reg. No. 7442619