

# FUTURE INFOTAINMENT FEATURES FOR SELF-DRIVING CARS

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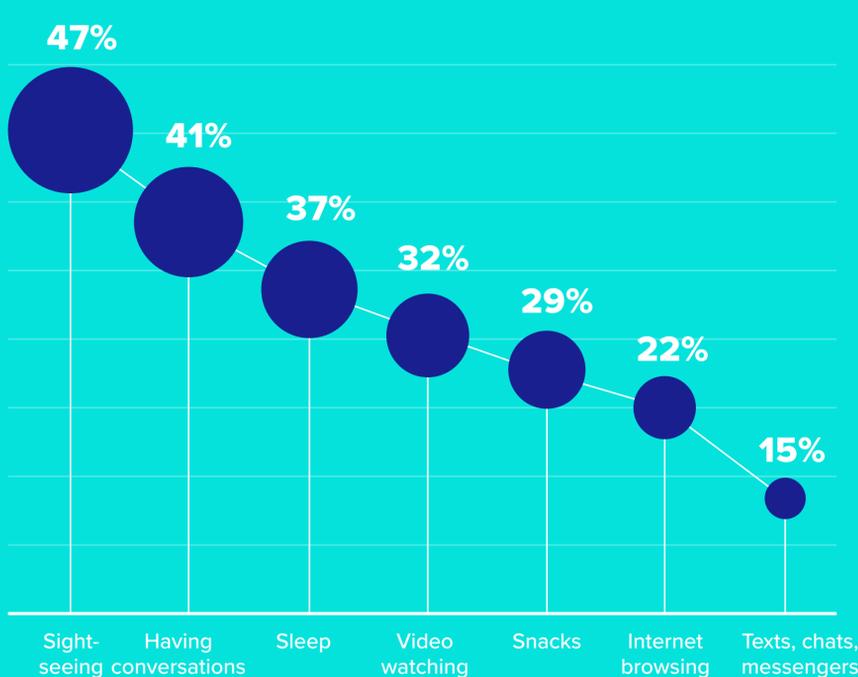


Self-driving vehicles will make our roads safer. According to the National Highway Traffic Safety Administration, 94 percent of all accidents are caused by human error. In 2018, the NHTSA mandated all new cars to include backup cameras. Research showed that vehicles with a backup camera could reduce deaths caused by back over crashes by 31 percent over three years. As more safety measures such as lane assist, emergency braking, and autopilot are installed, self-driving cars will create a safer transportation environment.

As some of the drivers' responsibilities are being replaced by automated systems automotive manufacturers and electronic companies have begun to develop new infotainment options for self-driving vehicles. Consumer Insight asked 4,500 drivers what they wanted to do in a self-driving car. The answers ranged from having conversations and texting to watching movies and sightseeing.

## What to Do in a Self-Driving Vehicle

From I Consumer Insight



With self-driving vehicles' future comes a more digitally equipped car to provide riders with a richer interactive experience. *Forbes* surveyed tech experts to predict what exciting new features may be found in future autonomous vehicles.



### Office Spaces

For long commutes, podcasts and work calls will be replaced with mobile offices. Self-driving vehicles equipped with 5G networks will allow for work on the go, creating a new source of productivity.



### Cybersecurity

As vehicles become connected devices, cybersecurity will also become a rising concern. The self-driving cars of the future will be equipped with firewalls and virus protection to secure the rider's data.



### Entertainment Features

Self-driving vehicles will allow for long road trips to be more fun with integrated virtual reality devices, connections to streaming platforms, and advanced screen displays. Holoride, a working partner of Audi, has developed a series of VR games synced to the vehicle's movement.



### In-Vehicle Advertising

With connectivity comes new data streams. As riders become free of the responsibility of driving, car manufacturers can create new advertising revenue streams. In-vehicle adverts will offer recommendations for shopping, restaurants, and exciting tourist stops along the way.



### Customized Routes and Preferences

Advanced self-driving vehicles will be equipped with artificial intelligence and machine learning capabilities. While these tools serve a function for automated guidance, they can also be used to learn a rider's preferences. These include scheduling commutes for work and appointments, finding parking spots, and offering nearby shopping suggestions.



### AR Navigation

New displays systems will come with augmented reality navigation. Tesla already features large touchscreen displays, and future vehicles look to adopt the entire windshield as a dashboard. At CES 2019, the Hyundai Mobis concept car featured a "virtual touch" display screen activated by hand gestures.



### Enhanced Accessibility

One of the benefits of self-driving vehicles is offering enhanced mobility to those who cannot operate a vehicle. For example, self-driving cars can provide transportation to those that are wheelchair-bound or visually impaired.



### Communication Systems

Self-driving vehicles will have to communicate with each other to ensure safety on the road. This also means that companies will be able to contact cars. E-commerce companies will access vehicles remotely, providing easier access to deliver goods and services.