



Augmented reality is transforming windshields into intelligently networked displays that provide additional digital information about actual conditions on the route ahead of the vehicle. Drivers can focus on other important matters and arrive at their destination in a more relaxed state.

Seeing, hearing, getting one's bearings: Our vehicles are already linked to the digital world in a manner that lends them senses, leading to noticeably greater comfort and safety and a better quality of life. Our first step here was Intelligent Drive, which brings all of our assistance systems together. The pioneering autonomous journeys made by the S 500 INTELLIGENT DRIVE and the Future Truck 2025 were further milestones in networked mobility. The use of augmented reality will enable Daimler to open up new dimensions in driving in the future as well.

Augmented reality provides drivers with more information in the right place and at the right time. Directional arrow signs that appear in front of the vehicle, superimposed house numbers, information about available parking spaces or local places of interest – navigation can be easy and fun, even if you're in an unfamiliar city. Augmented reality (AR) opens up new possibilities for reducing the strain on drivers even further while also offering them a more enjoyable driving experience.

Onboard computers and sensors use ge positioning and Internet data to enhance the driver's field of vision by projecting relevant digital information onto the windshield in real-time. Networked assistance systems are one component of AR that is already available in Mercedes-Benz production cars.

Trailblazer for a new era of intelligent mobility.

Car-to-X expands drivers' horizons – and makes overall traffic flows smoother and safer. Daimler recognized the enormous potential of Car-to-X communication at an early stage and has been a driving force behind the development of this technology for some years. As a result, we have launched various research projects and are participating in the important Car-to-X communication projects worldwide. As a founder member of the Car 2 Car Communication Consortium, we are working to create a car-to-car communication system standardized throughout Europe. In addition, we are a project leader in field tests of car-to-X communication in practical use, and thus a pioneer of complete-coverage data exchange systems.

Top priority: data protection in connected vehicles.

Connected services and intelligent traffic systems use information from the vehicle's surroundings as well as data relating to the road ahead. All of this data has to be protected to ensure the safety of the driver and the vehicle.

In the connected vehicle, we see data protection as customer protection. This is why we prioritize our customers' freedom of decision: We inform customers through various media about which data is used for which purposes, and offer them the possibility to decide for themselves whether to pass on their data or not. Daimler has extremely high standards also with regard to data security: We protect data and vehicle systems against manipulation and misuse at a high level of IT technology in order to keep ahead of all conceivable dangers.

Daimler is leading the way here, for example by organizing the first "Connected Driving and Data Protection" specialist conference, which attracted well-known representatives from business, science, associations and government agencies for an exchange of ideas in the fall of 2014.

Whether it's a traffic jam that appears suddenly behind a curve, or black ice up ahead, Car-to-X systems enable data sharing between vehicles and infrastructure. Drivers thus receive extremely precise information about hazards in their direct vicinity and some distance away.

