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# PRESENCE

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SEE. FEEL. TRUST YOUR AUTONOMOUS CAR

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WITH THE INCREASE IN **VEHICLE AUTOMATION**, A POSITIVE SOCIAL DYNAMIC BETWEEN THE CAR AND ITS USER IS PARAMOUNT. **PRESENCE** WILL CHANGE YOUR CAR FROM A TOOL YOU USE TO A **TEAMMATE** YOU CAN **TRUST**.

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WE BARELY TRUST OUR COMPUTERS OR SMARTPHONES TO WORK FLAWLESSLY, SO HOW CAN WE TRUST OUR LIVES TO A FULLY AUTONOMOUS CAR? **PRESENCE** WILL HELP INSTILL TRUST IN PASSENGERS TOWARDS THEIR AUTONOMOUS DRIVER BY GIVING THE PASSENGERS A GLIMPSE INTO ITS MIND. BY SEEING WHAT THEIR DRIVER SEES AND ANTICIPATING ITS ACTIONS, PASSENGERS CAN BE AT EASE.

**RELAX, IT'S GOT THIS.**



6 out of 10 Americans believe a computer is worse than a human in decision-making behind the wheel.



7 out of 10 Americans would not trust an autonomous car to drive their kids to school

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# THE PRESENCE SYSTEM

**PRESENCE** consists of an ambient visual display, an ambient haptic footrest, and an explicit display. **LIGHT PANELS** inform the passengers of the car's perception of surrounding objects. At the same time, the **MOVING FOOTREST** informs passengers of the car's intention to brake.


The **EXPLICIT DISPLAY** provides the passenger with traditional information, such as vehicle data, navigation, and weather conditions. By intelligently utilizing ambient as well as explicit communication, **PRESENCE** will set the standard for future human-vehicle interaction.

## AWARENESS.

**PRESENCE** helps passengers gain a better understanding of what the vehicle sees, as light panels display the information from the car's perception system. The closer an object is, the larger it will appear on the light panel.

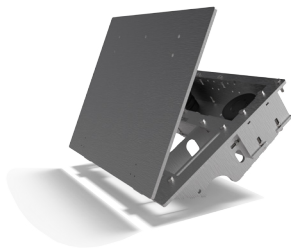
DISTANT: 

MID-RANGE: 

CLOSE: 



## CERTAINTY.



The moving floor panel gives passengers a sense for the car's intention to brake. This interaction allows passengers to anticipate upcoming vehicle actions, ensuring they are prepared.

IMPROVING TRUST BY  
INCREASING  
**TRANSPARENCY**  
OF THE **OBSERVATIONS**  
AND **INTENTIONS**  
OF A FULLY  
AUTONOMOUS CAR.



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