

TECHNOLOGY DATA SHEET
AS FEATURED ON THE VISTEON/3M PROMOTYPE VEHICLE

HUMAN MACHINE INTERFACE (HMI)

DESCRIPTION:

Expertise with in-vehicle HMI applications and design improves customer appeal by optimizing the user interface and reducing complexity.



VALUE OPPORTUNITY

- Utilize advanced ethnography and user research to uncover unmet consumer interface needs
- Develop interface requirements targeted to specific customer segments
- Identify opportunities for product improvement further upstream in the development process using rapid iterative user testing
- Increase product success and reduce risk through advanced co-development opportunities

TECHNICAL BENEFITS

- User-centered design that drives increased customer satisfaction
- Increased intuitiveness of controls and displays in the cockpit
- Integration and reduced complexity that can offer lower part count
- Ability to explore consumer perceptions of advanced vehicle interfaces
- Access to expertise in industrial design, HMI engineering, interaction design

MARKET ASSESSMENT

Target Market:

Consumers who see themselves as being “tech-savvy” and believe their vehicle to be more than just transportation from Point A to Point B.

Initial Vehicle Segments:

Middle, Large, Luxury, CUV’s, SUV’s, Minivans

Annual Sales Potential (Based on Segments Above)*:

Approximately 10 million units

MegaTrend Categories:



*Annual sales potential based on 2007 U.S. sales (Jan-Nov) and analyst Dec projections.

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PRODUCTION AVAILABILITY – 2009 CALENDAR YEAR

