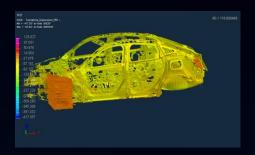


Two aspects of AI @ Renault

Improvement of the operational performance

• Better and faster engineering, manufacturing, sales, supply chain, after-sales





« Humanized » the car

- Use AI and other advanced technologies to improve the quality of the relationship between the users and the car
- My car knows me My car protects me My car enhances my sensations My car surprises me My car learns.
- Role of Al
 - Connectionist AI to understand the outside context and the inside situation
 - Symbolic AI to decide the relevant action







Al in the car: Driving Assistance

Scene understanding

- Reconstruct the scene around the vehicle
- Provide an accurate representation to the driver
- Anticipate the movements of other vehicles

Adjust the behavior of the vehicle

- Emergency braking
- Adaptative cruise control
- Lane following

Coaching

- Hybrid vehicle journey optimization
- Electric Road planner
- Safety coach
- Car use optimization





Al in the car: Enhanced User Experience

Hyper personalized and contextualized content

- Center of interest
- Driving conditions

New kind of interaction

- Expressive voice
- Message style

Driver's knowledge

- Preference settings
- Preference collecting (social networks...)
- Preference guessing (driver habit learning)

Under Driver's decision



Embedded, Edge or Cloud?

Embedded

- Real/Interactive time
- Service continuity
- Constrained development
- Expensive hardware

Edge

- Embedded extra computing power (phone or dedicated box...)
- Interactive time
- Service continuity
- Less constrained development
- System complexity

Cloud

- "Unlimited" computation power
- Remote services access
- Latency
- Network dependency
- Privacy



The Software Defined Vehicle (SDV)

Computer on wheels

- Centralized architecture
- GB/s Internal network
- 5G offboard communication
- More computing power
- More connected devices and sensors (cameras, radars,...)

New software framework

- Dedicated CAR OS
- Software update over the air
- Cybersecurity by design

