Interactive Prototype: Predictive User Experience

At CES in 2012, Dr. Dieter Zetsche, Chairman of the Board of Management Daimler AG and Head of Mercedes-Benz Cars, said “We’re working on a new generation of vehicles that truly serve as digital companions. They learn your habits, adapt to your choices, predict your moves, and interact with your social network.” This was a promise that Mercedes-Benz would become a leader in creating vehicles that, once again, redefines what it means to be an automobile. This year, we will show you how we are delivering on that promise.

Our booth this year sets the stage for the future. You can see hints of our vision in our TODAY kiosks, presenting in a new light the Mercedes-Benz services you are already familiar with. The concept grows with our TOMORROW kiosks, a sneak peak at how your Mercedes-Benz vehicle will deliver intelligent services coming out in the near future, which includes our interactive predictive user experience prototype.

See how it comes to life in our stunning Concept S-Class Coupé, a car that beautifully realizes our design philosophy of Sensual Purity as an expression of modern luxury from the inside out, from the gleaming exterior to the stunning interior, including the digital experience. The all-digital dual-screen system is visually exciting, with a bold new design direction that complements the rest of the car, and intellectually stimulating, by providing a simple interface to a powerful, real-time, predictive engine.

The contextually intelligent predictive engine is continuously learning about you to custom tailor a completely unique in-vehicle experience. By analyzing your behavior, the car becomes aware of your schedule, tastes, moods, and emotions, transforming “the best driving experience” to “an old friend” who knows you and you learn to trust. This relationship moves with you across any Mercedes-Benz vehicle that you travel with.

This prototype is an interactive exploration of how such a system could work. By taking into account the driver’s starting location, the weather, day of the week, time of day, and who’s in the car, the predictive system generates a set of options based on historical data. The driver could choose to accept these proposals which significantly reduces opportunities for distraction and frustration, and over time these proposals get better, more accurate, and more personalized.

The interactive prototype allows you to play with some of the variables that influence predictions so you can see how it might respond in real-time. Move the location of the car, change the weather, day of the week, time of day, and who’s in the car. These inputs trigger predictions from the system, while the dual-screens of the new S-Class Coupé shows what

the in-car experience might be like with a simple representation of the top predictions based on what the system has learned.