Automotive – Elektrobit & the Sony Car

Our Customer needs
› Re-imagining mobility; Sony's concept car would encompass the evolution of safety, comfort, entertainment and adaptability
› Needed a partner to develop the cockpit solution along with software packages and other components with their respective integration in the car

Our Solution
› A cockpit solution that allows bringing digital innovations to the automotive world at a rapid pace while assuring technology and supply chain independency
› Elektrobit developed a cockpit system that included Sony's UX design, infotainment software, and a High-Performance Computer (HPC) for the cockpit domain with fully featured customer-specific software packages

Our Business Success
› Elektrobit software, services and architecture expertise helped to realize the innovative prototypes, enabling the customer to leverage their entire ecosystem to create a new level of user experience

Our Value Proposition
› Innovative software products and services from a single vendor to enable our customers' journey to a software-defined future
› Industry-leading global network of tech partners, from AWS to Nvidia, together driving the future of mobility

Our Proof Points
› CES demos in 2022-22 with Sony VISION-S & 2023 with AFEELA
› SOP Sony Honda Mobility AFEELA: 2026

Elektrobit

Continental