



Innovations by Mercedes-Benz – now & tomorrow

2016 EU Research & Innovation Day

Thomas Albrecht

RD Korea – Telematics and Infotainment

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Mercedes-Benz

The best or nothing.



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Video

Mercedes-Benz – The Journey

Innovations by Mercedes-Benz – now & tomorrow

The new Mercedes-Benz E-Class – Masterpiece of Intelligence



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The new Mercedes-Benz E-Class – Masterpiece of Intelligence



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The new Mercedes-Benz E-Class – Masterpiece of Intelligence



Wide Screen Cockpit

with two 12.3-inch displays and digital instrument cluster with three different styles.



Touch Control Buttons

to operate the instrument cluster and multimedia system with the hands at the steering wheel.



New User Interface

for COMAND Online allows intuitive operation and reduces distraction from traffic.

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The new Mercedes-Benz E-Class – Masterpiece of Intelligence



Navigation / Traffic

- Innovation - Full 3D map of entire
- Innovation - Junctions views like in reality
- Detailed real time traffic information



Entertainment / Connectivity

- Full support of Korean media information
- Convenient use of smartphone
- Online functions like weather and internet radio



Comfort / Design

- Speed Limit Assist
- 3 amazing design schemes for choice
- Intelligent parking with intuitive User Interface



“Mercedes me” is the branded name for Daimler’s Best Customer Experience and “Mercedes me connect” is the innovative service, based on IoT technology



move

Intelligent mobility solutions

- car2go
- moovel
- Mercedes-Benz Rent
- mytaxi
- etc.

connect

Get connected

- **Maintenance Mgmt**
- **Accident Recovery**
- **Breakdown Mgmt**
- **Telediagnose**
- **Remote Online**
- **Live Traffic**

assist

Individual service offering

- After-Sales Service
- Dealer search/contact
- Digital Servicereport
- etc.

finance

Tailor-made financial services

- Financing
- Leasing
- Insurances
- etc.

inspire

Research & Development

- Mercedes Magazine
- Technology & Innovation
- Stars Insight
- etc.

“Mercedes me connect” runs on three platforms, vehicle, web and mobile app, enabling customers to receive vehicle data to the Web portal or their personal mobile phones



Vehicle connectivity



Web (Mercedes me Portal)



Mobile Apps

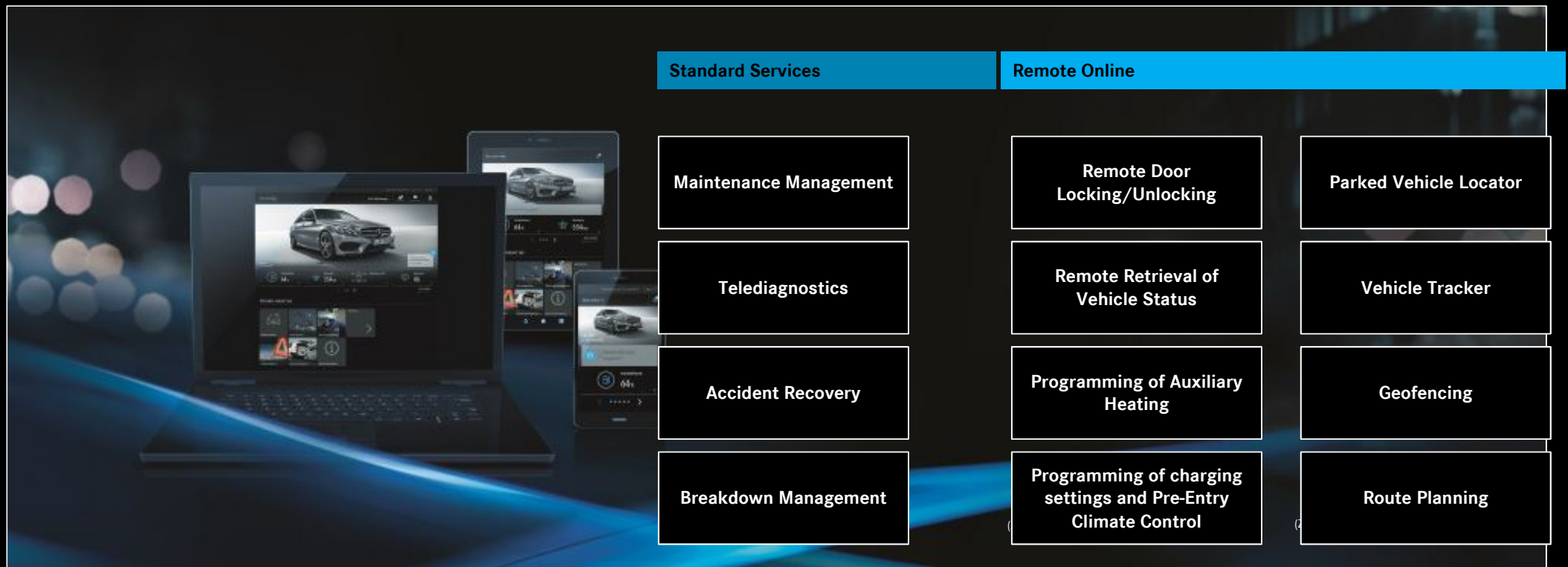
“Mercedes me connect” Services at a glance



**Mercedes-Benz
Emergency Call System**
(Series; Lifetime)



Live Traffic Information



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Our Vision

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Video

Mercedes-Benz F015 – vision

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Thank You