



Designing cars in the Studio of the Future

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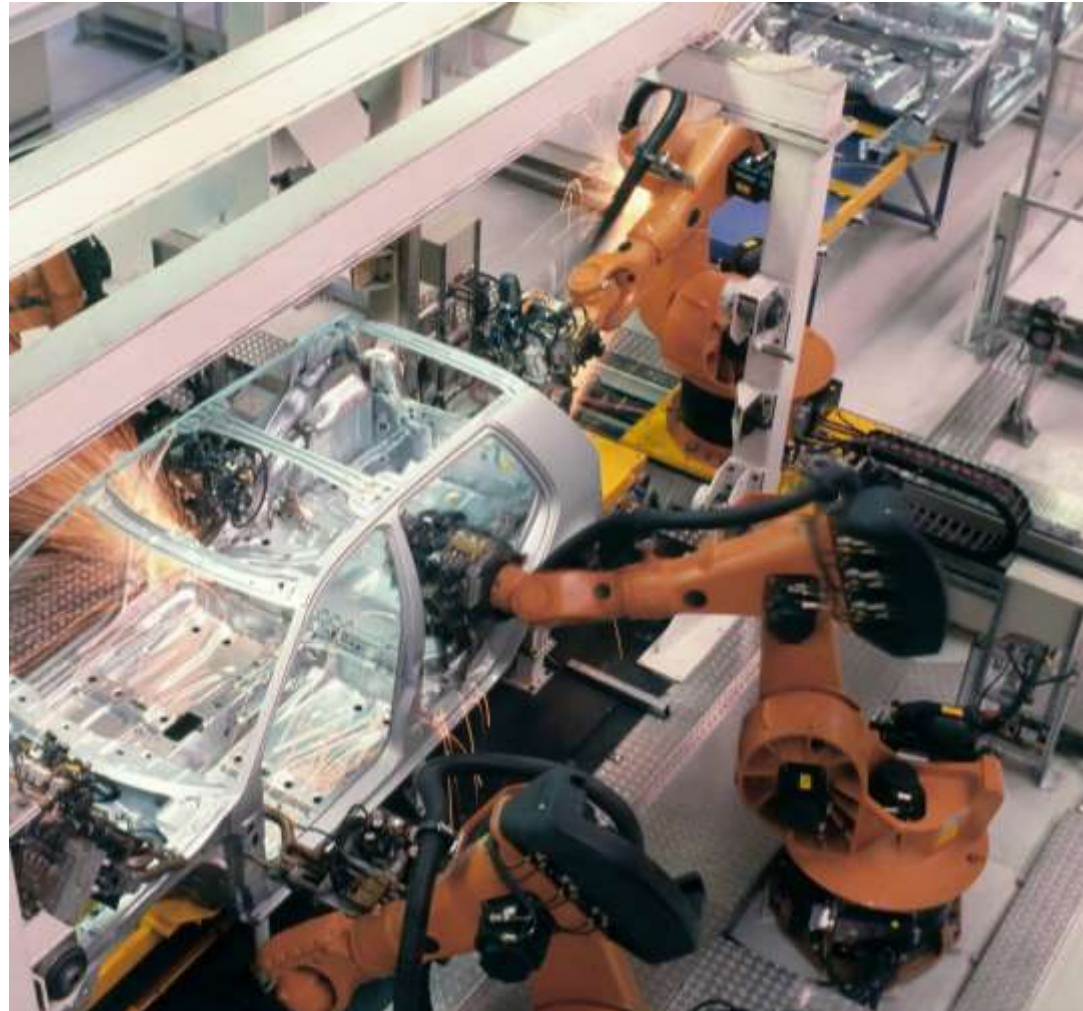
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Differentiation



Productivity



Innovation



Process

Market Disruption



Market Forces



Digitalization & Connectivity



Ride Share & Consumption



Electrification

PRODUCTION

**THE FUTURE OF
MAKING THINGS**

DEMAND

PRODUCT



The Road Ahead...

The 3 Future Waves In Design, And How To Ride Them



- **Experience design**

The modern design challenge is to define a great experience for a consumer comprised of a range of touch points, interactions with devices, retail experiences, personal contact points, software interfaces, physical mechanisms, data, and software intelligence.

- **The Iceberg**

The new world is powered by software logic, algorithms, data models, and other attributes below the surface of what we can see. Moreover, interpretive forms of interaction such as voice and gesture are beginning to drive the quality of a good product experience. Designers will need to adopt new skills.

- **Organic products**

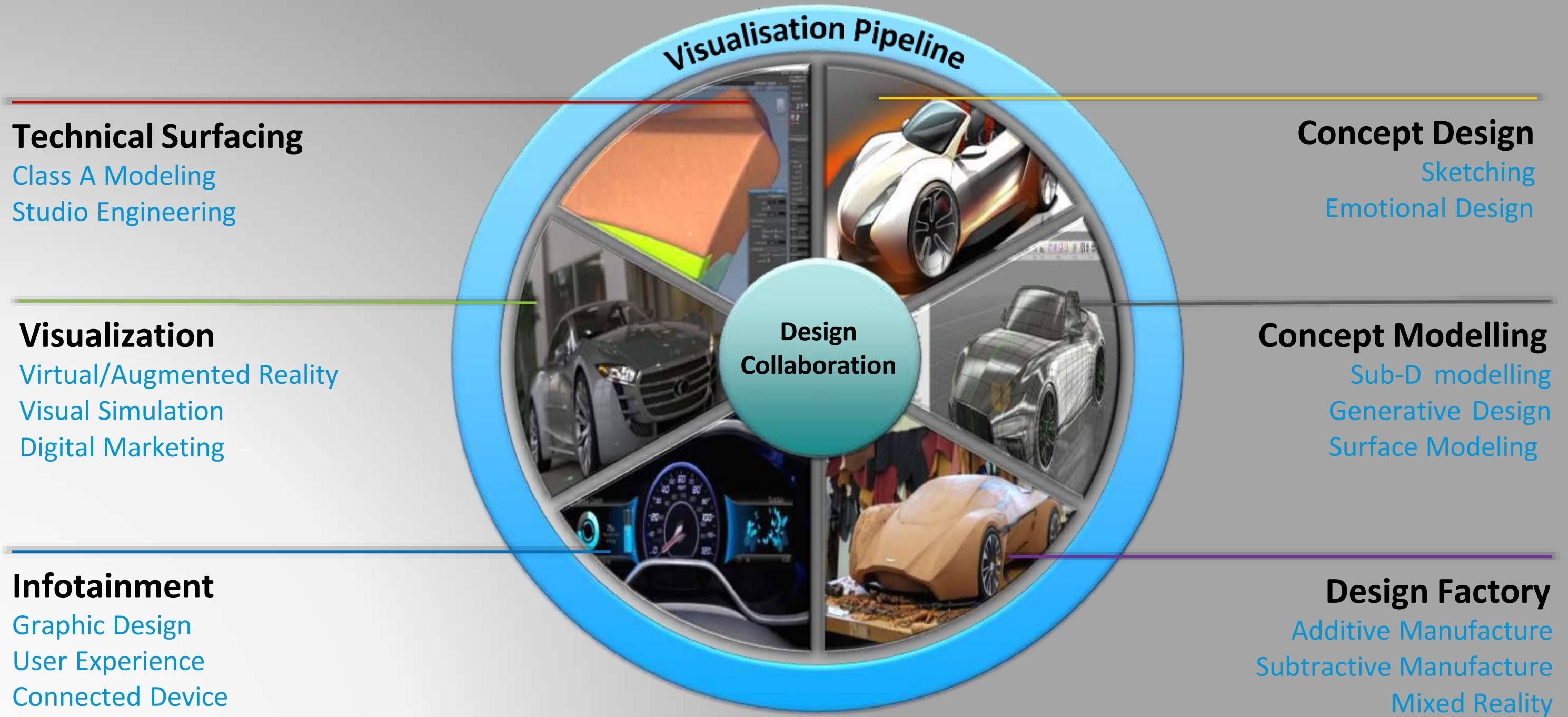
Products will evolve to evolve. A new generation of products is being designed to grow alongside the user, to develop new features, and adjust their behavior to better serve the user.

Mission



*“To empower the Design Studio of the Future to be **more creative and collaborative** by better connecting people, processes and data through game changing technology”*

Studio of the Future



Empower the Imagination

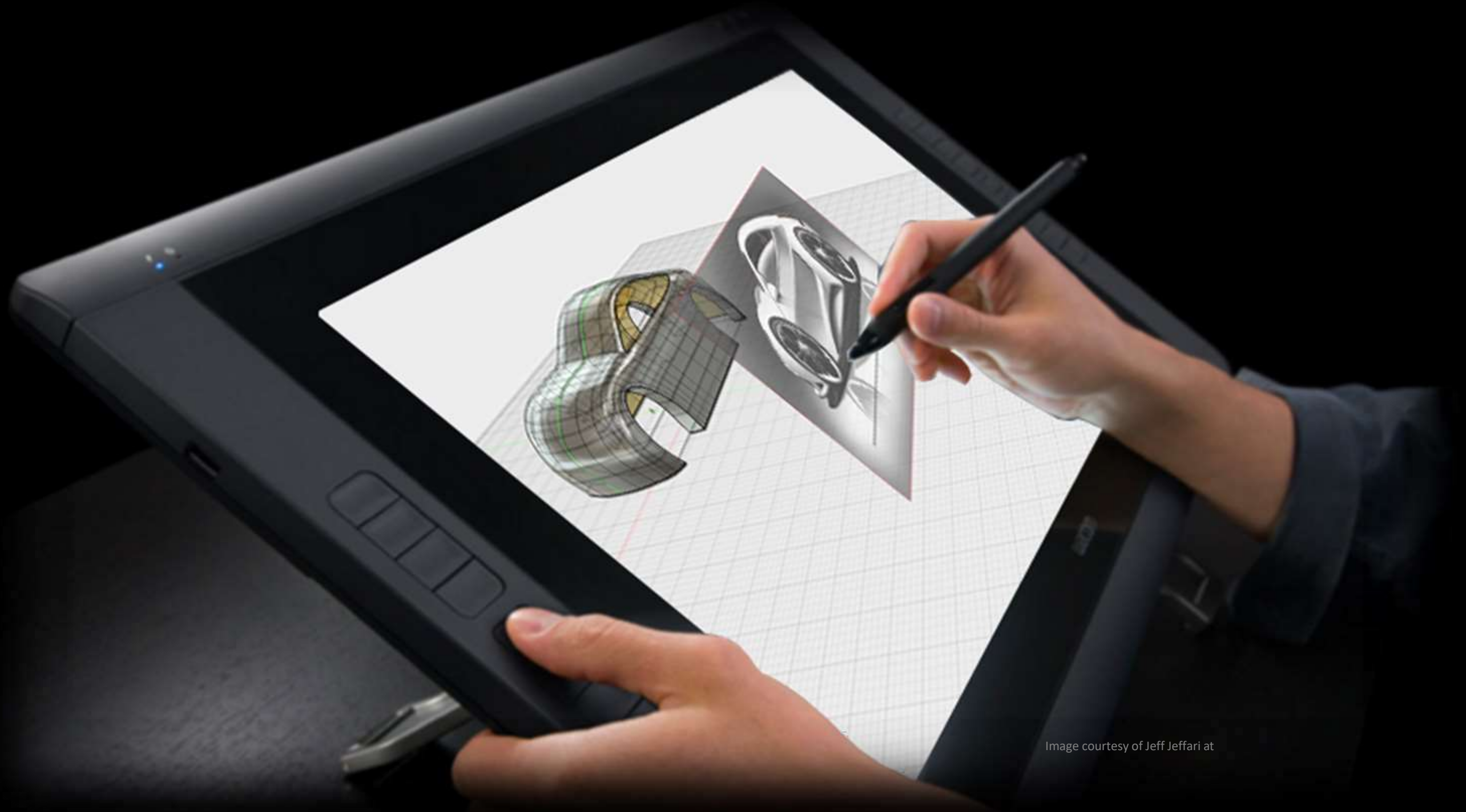


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