

How Car Displays Are Influenced By Consumer Tech

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In the rapidly evolving landscape of automotive displays, the influence of consumer electronics is undeniable. Jim Carpenter, Chief Technology Officer of Visteon's Display Product Line, shares his perspective on the dynamic shifts in the industry and the innovative solutions Visteon is spearheading to meet the changing demands of drivers.

The Evolution of Automotive Displays

The **automotive display** industry is undergoing a transformative phase, heavily influenced by expectations set by consumer electronics. As we become accustomed to high-quality displays on our smartphones, tablets, and home TVs, we naturally seek a similar experience within our vehicles. Jim highlights the two paths customers are taking – on one end of the spectrum opting for larger, more immersive displays, or conversely seeking a minimalist approach with what Visteon refers to as the Panoramic HUD – a simplified windshield display offering essential information without distraction.

Advantages of the Panoramic HUD

The P-HUD is a revolutionary concept, diverging from traditional head-up displays. With very small packaging volume and large eye box capability, Visteon's innovative IP positions the image strategically in the lower portion of the windshield, closer to your line of sight for enhanced visibility and minimal accommodation time. This combination of design and placement ensures seamless focus transitions between the road and the display, minimizing fatigue and maximizing safety.

Vertical Integration and Engineering Excellence

Some of Visteon's key strengths lie in vertical integration and engineering prowess. Our global team collaborates on system solutions, which allows us to have a comprehensive understanding of market challenges and swiftly develop

technology solutions that can be seamlessly integrated into market-ready products.

Visteon builds ecosystems. That's the power of vertical integration, as Jim explains. By controlling everything from sourcing components to crafting software, Visteon's global team controls the entire display production lifecycle. This unlocks unique value, allowing Visteon to seamlessly integrate innovative features like True Color image processing and active privacy that set display technology apart. It's about pushing the industry forward, one groundbreaking display at a time.



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