



NEWS RELEASE

Top 3 Innovations Visteon Unveiled at CES 2025

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For 25 years, we've been leading the automotive evolution. This year, we outdid ourselves. Here are the top three innovations that stole the show at our CES 2025 booth.

1. cognitoAI: Making Your Car Truly Intelligent

Meet Visteon's cognitoAI, our most ambitious achievement yet. Unlike other automotive AI systems that depend on the cloud, Visteon's cognitoAI lives right in your vehicle. Here's what makes it special:

- It processes everything locally for lightning-fast responses
- It continuously analyzes vehicle data to deliver actionable insights about vehicle health and performance
- It learns and adapts to your driving habits over time
- It integrates data from multiple vehicle systems for smarter decisions
- It powers next-generation voice interactions without internet connectivity

This is the foundation for the next generation of intelligent vehicles, not just another AI system.

2. Next-Gen Central Computing: One Platform, Unlimited Possibilities

We've cracked the code on central computing. Our new production-ready platform handles multiple critical functions simultaneously. Think of it as your car's brain, managing advanced driver assistance with enhanced visualization, high-fidelity 3D controls for vehicle functions, AR navigation, AI-powered driver monitoring and Android-based entertainment systems.

The best part? It does all this while maintaining peak performance and reliability.

3. Revolutionary Display Technologies: Where Beauty Meets Function

We're making how you interact with your vehicle more enjoyable through three key innovations:

- Curved OLED Displays: Crystal-clear information that follows your car's natural contours.
- Active Privacy Features: Keep sensitive information visible only to those who need to see it to avoid distractions.
- Deco Trim: We've hidden controls within decorative surfaces. No more cluttered dashboards.

Bonus: Powering the Electric Future

While we're at it, we couldn't resist showcasing our agnostic Battery Management System. It's a game-changer for automakers—here's why:

- Works with any battery chemistry
- Adapts to different battery suppliers
- Maintains consistent software interfaces
- Reduces development time significantly
- Cuts costs for new EV programs

This flexibility is crucial as battery technology evolves. Automakers can now switch battery suppliers or adopt new chemistries without redesigning their entire system.

What's Next?

"Visteon's 25-year legacy of automotive innovation reached a new milestone at CES 2025," said our President and CEO, Sachin Lawande. "With Visteon's cognitoAI and our latest developments in high-performance computing, we're establishing the foundation for the next generation of intelligent vehicles. We look forward to collaborating with industry leaders to develop AI-powered cockpit electronics that deliver more intuitive, responsive, and personalized driving environments."

Want to learn more about how we're shaping the future of automotive tech? [Click here](#) to see our team in action.



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