

CUSTOMER SUCCESS STORY

2021 Cadillac Escalade

Customer Challenge

Redefine the experience of luxury in-vehicle infotainment and navigation

- › Leverage industry-first super-wide curved OLED screen with twice the pixel density of 4K TV
- › Adapt to multi-screen layout, design rear-seat Infotainment
- › Convenience, safety and delight



WHAT WE DELIVERED

User-configurable display of map and navigation that utilizes all available screens using our innovative multi-screen architecture



User-configurable preferences for full map, turn-by-turn, lane level guidance and augmented reality on individual screens



Rear-seat infotainment integration allowing passengers to search destinations and share with the driver



Stunning 2D and 3D map displays on four screens inside the vehicle with Atlas, our powerful map rendering engine



Center stack, cluster, rear-seat screens, HUD

NAV VIEW

The cluster has several distinct displays, including the classic gauge view; a navigation view, which fills the whole center screen with a map; a night-vision screen; and an augmented reality display with route directions.



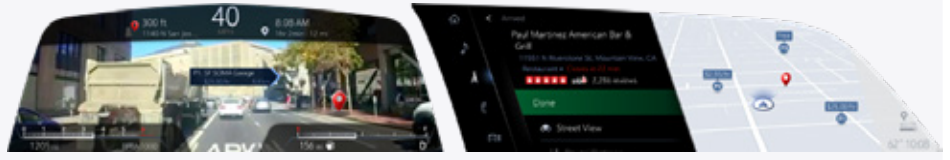
AR VIEW

Augmented reality is available in the cluster during active navigation. Multiple overlays guide drivers including animated chevron signs on the street for turn direction, highlighted destination, and parking near destination.



ARRIVAL VIEW

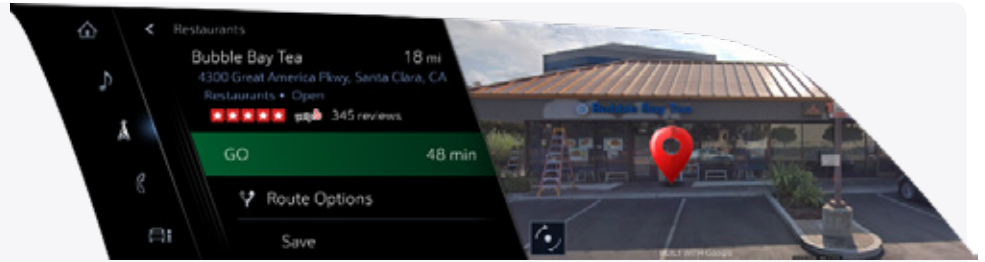
The augmented reality arrival screen highlights the destination (shown here with a red pin), and directions to nearby parking.



RICH POI INFO WITH YELP INTEGRATION

Rich features

- › Yelp dynamic data for POIs
- › Google Street View
- › Voice Assistant
- › Augmented reality integration destination



THE RESULTS

UX design for the map and navigation experience from our award-winning UX design team



WHAT PEOPLE ARE SAYING...

"Cadillac President Steve Carlisle says, This is the one we always wanted to do. It's certainly clear Cadillac pulled out all the stops."

—MOTORTREND

"We know Cadillac customers value cutting edge in-vehicle technology. We have taken this to heart with the all-new 2021 Cadillac Escalade, which offers luxury infotainment the way it should be experienced."

—GM

"Navigation screens with augmented reality are the latest in an arms race among upscale auto makers like Mercedes and Cadillac."

—WIRED