

# CREATIV LAB: AUGMENTED REALITY CONCEPTS FOR PASSENGERS

## Motivation:

- ▶ Augmented Reality is an upcoming trend in user electronics and in the automotive sector
- ▶ Current research focusses concepts for drivers, so sophisticated passenger concepts so far

## Questions:

- ▶ Which information might be interesting for passenger drivers (Navigation, Media, Driver Assistance, etc. )?
- ▶ Which information might be interested in automated driving?
- ▶ What are the key requirements for future AR-based HMI concepts

## Tasks:

- ▶ Identify major needs and interests for passenger AR-concepts
- ▶ Define key requirements of HMI concepts
- ▶ Develop and design new AR-based Display and Interaction Concepts
- ▶ Implement a prototype or design Demo
- ▶ Explain and present ideas

## Background / courses:

- ▶ Design, software development, interaction design, product design / psychology / mechanical engineering

