

BMW Forschung u. Technik GmbH.

25th Anniversary of a Think Tank.



Technology Office Palo Alto.

BMW Group



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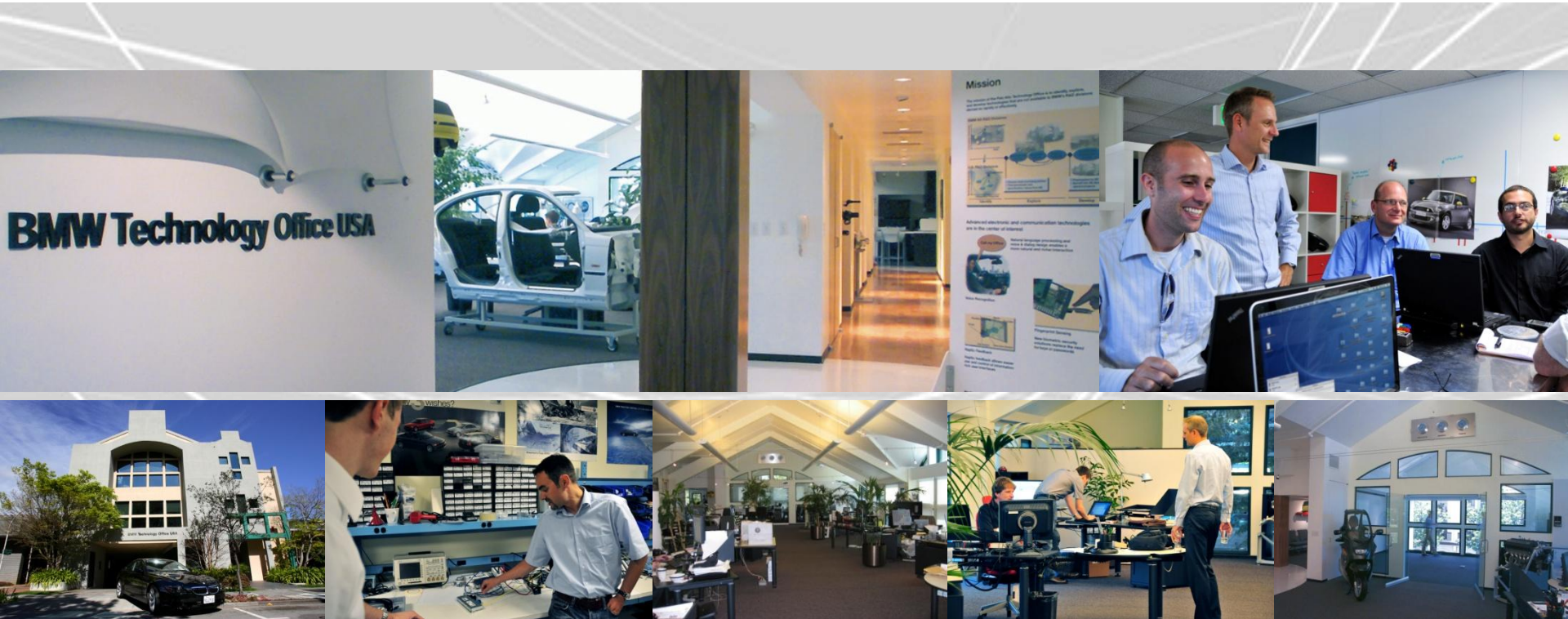
Variety of projects.

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Mission and Vision Statements.



We explore, evaluate and transfer cutting edge technologies primarily from non-automotive US industries to our partners within the BMW Group.

- Continuous technology exploration
- Identifying upcoming trends
- Study, evaluate, and apply technology
- Building Prototypes for Proof of Feasibility
- Developing promising innovations into products
- Technology transfer

We contribute successfully with innovative solutions to the major challenges BMW Group is facing currently and in the near future.

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Mission and Vision Statements.



Location

- proximity to thousands of high-tech companies and creative design firms
- proximity to unique universities and research institutions
- easy access to networking and high-tech events
- proximity to BMW Engineering Center in Oxnard and DesignWorks USA

Culture:

- business and engineering culture, way of life
- access to unique business culture
- engineering culture is focused on innovation
- way of life: early-adopters, diverse, tech-savvy, etc.

People

- Intercultural team members from diverse high-tech backgrounds
- Silicon Valley's culture attracts the right kind of people to the Technology Office

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Variety of Projects.



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Project 1: Head-Up Display glasses.



Cooperation between BMW Oracle Racing and the BMW Group Technology Office Palo Alto

Displays at mast could be unreadable at times due to location of the sailor and weather conditions. The Formula 1 Head-Up Display-Helmets inspired the creation of the Head-Up-Glasses.



Final Outcome

- Lightweight, durable and waterproof
- High contrast and brightness
- Low Power Consumption
- Minimal Processing Load and Intrusion for Existing Data Systems, Flexible Programming Interface

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Project 2: iPod Adapter.



MP3 music players are spreading quickly and customers awaiting the integration into the car.

iPod Adapter

- Prototyped @ BMW Group Technology Office Palo Alto
- Introduced in summer 2004
- First seamless integration of iPod and Car Audio System
- Allows control of iPod playback from steering wheel and radio head unit

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Project 3: App for Concept BMW ActiveE.

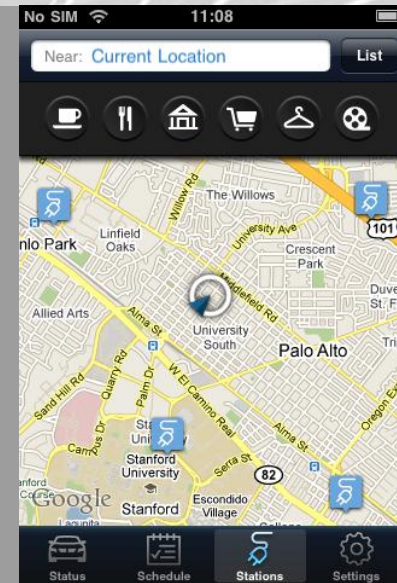
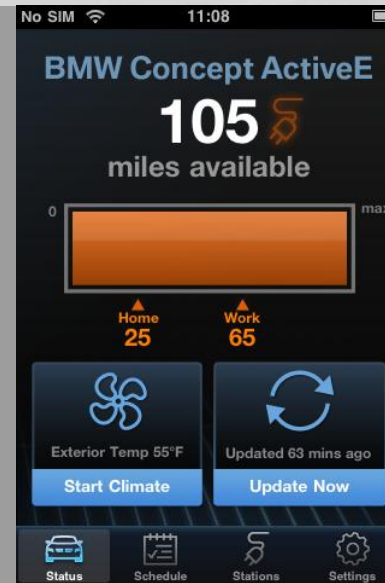
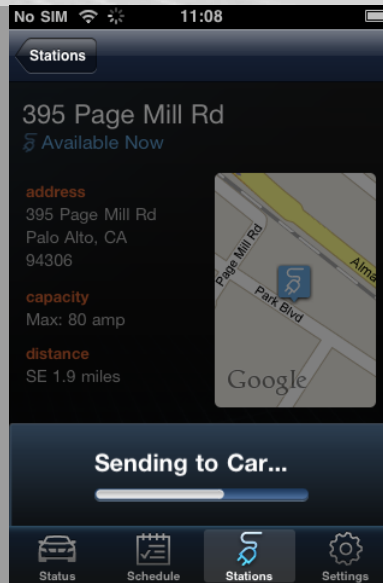
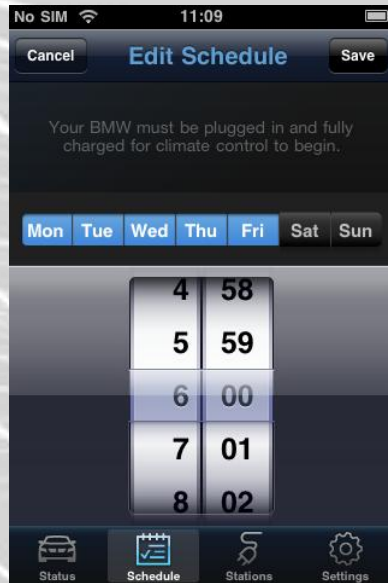


Concept BMW ActiveE Application enables new functionality:

- Remotely check current status and range
- Locate closest charging stations, filtered by proximity to selected POIs
- Enable preconditioning of cabin and battery system using grid power
- Provide additional usage and consumption data to driver

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Project 3: App for Concept BMW ActiveE.



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Thank you for your attention.

