



For Release: December 28, 2016

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BMW Group at the CES 2016 in Las Vegas.
BMW presents the principle of the contactless touchscreen
with AirTouch.

Munich/Las Vegas. At the Consumer Electronics Show (CES, 6 to 9 January 2016) in Las Vegas, the BMW Group is presenting a Vision Car to demonstrate what the interior and the user interface of the future might look like. The rapid advance of networking between driver, vehicle and environment is becoming increasingly intensive and is facilitating new services. One example of new technologies in seamlessly networked vehicles is provided by AirTouch. This feature empowers intuitive control of entertainment, navigation and communication functions using simple gestures made with a flat hand. AirTouch allows the display in a vehicle to be operated like a touchscreen without actually having to make contact with the surface. Sensors record the hand movements in the area between the central console and the interior mirror. This enables drivers or passengers to change the focus on the surface of the large panorama display. Simple confirmation selects the relevant menu item or activates an icon.

Sensors on the instrument dashboard permit 3D control.

One year ago, BMW already presented the new gesture control at the CES. This enables simple movements of a finger to carry out actions such as adjusting the loudness or accepting phone calls. Meanwhile, this technology is available as BMW Gesture Control in the new BMW 7 Series. AirTouch is now taking another big leap forward. Sensors are installed in the area of the instrument dashboard which respond to hand movements here and therefore permit three-dimensional control. A movement of the hand or a gesture activates the surfaces on the large panorama display.

AirTouch has another option to confirm an action. A concealed AirTouch button is located on the rim of the steering wheel. It is on the left and easy to reach with the thumb, and it lights up when a menu or icon can be activated. One tap is sufficient to activate the desired program or change a setting. The passenger also has a button like this positioned on the side sill in the door area. Passengers are therefore able to use one hand to navigate through the menu and the other hand to confirm inputs very quickly.

The intelligent AirTouch menu control reduces the number of steps needed to make a selection. For example, when activating the phone pad, the system automatically brings up contacts or call lists to the top select level so that a call can be made with just one further action. AirTouch recognises which selection and control steps are required next and displays them in advance. This allows the driver to focus all their concentration on the road ahead or offers additional convenient control options when the vehicle is travelling in highly automated mode.

More Information as well as images and video:

<http://www.bmwusanews.com>

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BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 124 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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