

Porsche Engineering

MAGAZINE

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ISSUE 1/2017

PRECISE.

Digital solutions for the vehicle of the future





*Dirk Lappe and Malte Radmann,
Managing Directors of Porsche Engineering*

About Porsche Engineering

Creating forward-looking solutions was the standard set by Ferdinand Porsche when he started his design office in 1931. In doing so, he laid the foundation for today's Porsche customer developments. We renew our commitment to that example with each new project that we carry out for customers. The variety of services provided by Porsche Engineering ranges from the design of individual components to the planning and execution of complete vehicle developments and extends to industries beyond the automotive sector.

Dear Readers,

_____ This year's CES electronics tradeshow in Las Vegas was characterized by the rise of digital assistants in daily life. Siri, Alexa, Cortana and the like listen attentively to the goings-on around them and respond to the wishes of their users in fractions of a second. Orders from the internet are made with a simple voice command, the refrigerator is filled automatically and a central intelligence function reminds us that it's just about time to head to work—with traffic jams and delays already baked in. And we fill in the blanks that the artificial intelligence can't work out on its own with hand gestures and voice control.

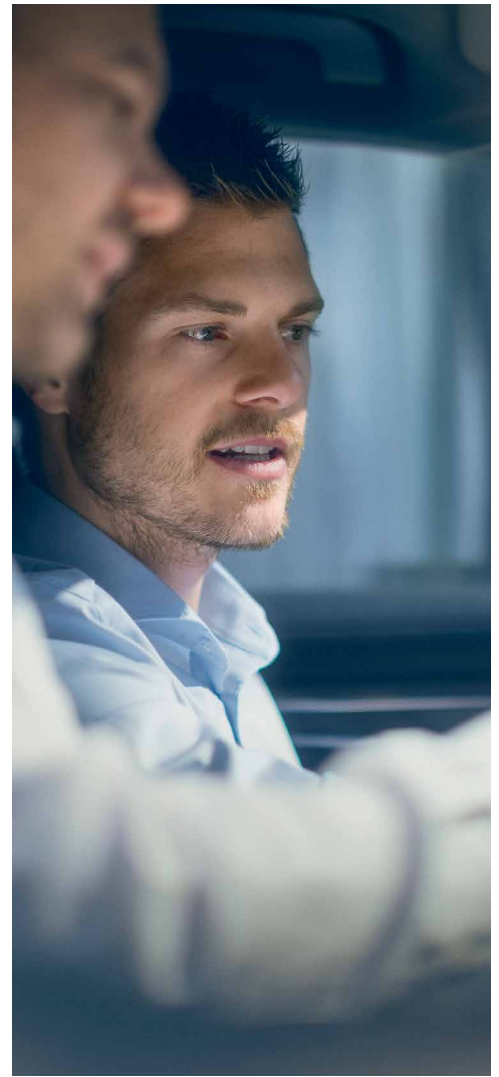
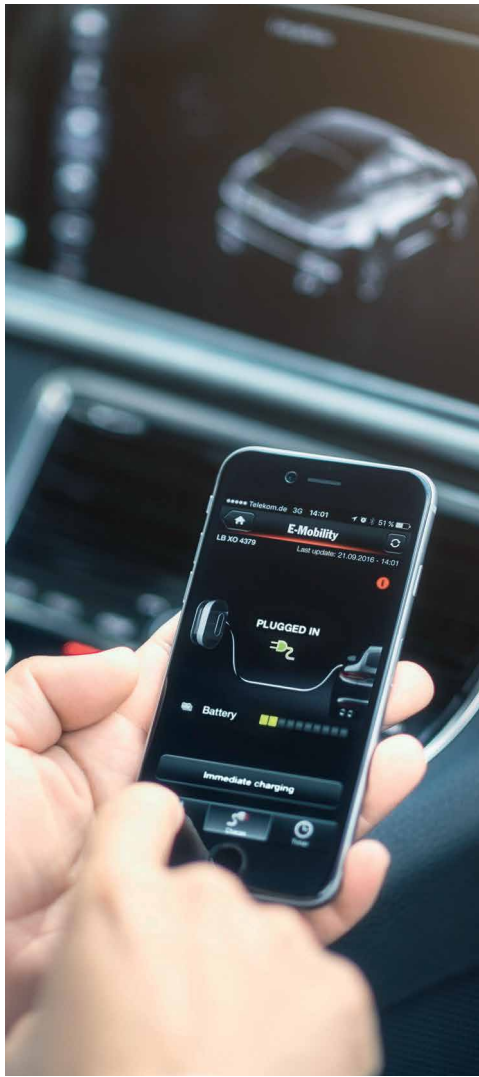
What can we expect from this “user experience” in the future? How much automation, anticipation of our thoughts and needs, and convenience do we want? One thing is clear: much is possible. What is equally clear: not everything that is technologically feasible is necessarily a good idea. It would seem that the time has come to scrutinize some developments and not lose sight of what really counts: people.

As developers, we're at the forefront of making these themes a reality—particularly as concerns vehicles. That's why we feel such a strong responsibility to create sustainable solutions: developed with a purpose, and for people, rather than simply in pursuit of the technology for its own sake.

In a Porsche, it will remain possible to switch off the data connection; Privacy Mode must remain an option at all times. People need the space to spend time without the internet and constant connectivity. Music is the product of the rests between the notes. We want to advance technology in order to remain human.

We wish you an enjoyable read.

Sincerely,
Malte Radmann and Dirk Lappe



**More km/h.
And more kbit/s.**

Digital solutions by Porsche Engineering.

Porsche Engineering
driving technologies

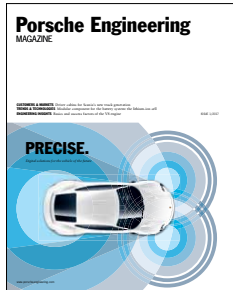


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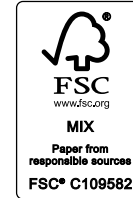
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