

User Interface & Experience (UI/UX) Service

The user experience is now the point for differentiation among automakers. As technology is prioritized, the design and implementation of infotainment, safety, and comfort systems become paramount. Designing the proper human-machine interface (HMI) platform and using cutting edge displays, speech recognition, and other interfaces will not only be the key to increased sales but also for future customer loyalty.

The IHS Markit User Interface & Experience (UI/UX) Service provides insight, context, data, and analytics for the HMI and user-experience technologies and best practices in HMI design and implementation.

Clients can quickly access key insights from market developments, put context around events and technological innovations, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

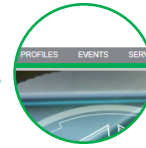
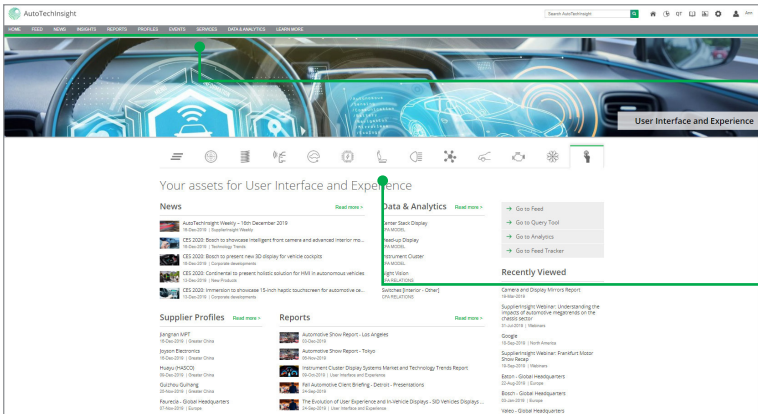
Topics covered

- Display systems: instrument cluster display, center stack display, head-up display
- Other HMI outputs: haptics, augmented reality, emerging display applications
- HMI inputs: speech, touch screens, touchpads, controllers, hard keys, gesture & proximity
- Topics: automotive user interfaces, HMI trends, usability reviews, emerging display applications

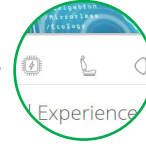
Planners and strategists use the service to:

- Understand best-in-class implementations of infotainment services
- See why some HMIs are better than others
- Learn about the challenges of implementing voice recognition
- See how new HMIs are beginning to mimic tables and smartphones
- Avoid common mistakes before it is too late

Available through AutoTechInsight:



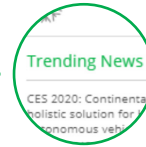
Drop-down menu to quickly and easily access News & Insights, Reports, Supplier Profiles, Services, Data & Analytics, Events and more.



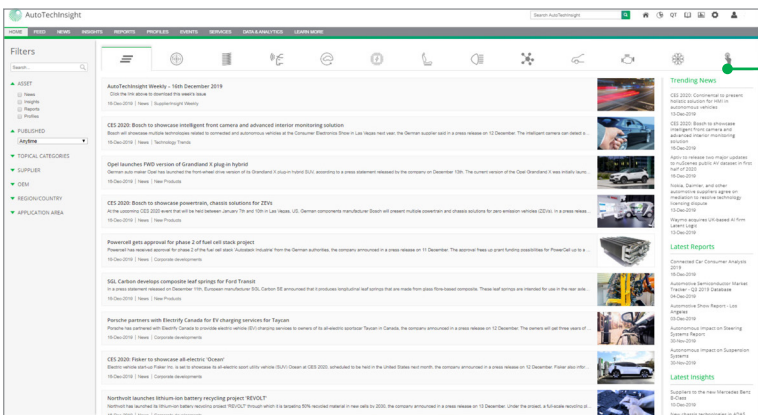
Home page dedicated to your subscription and purchased content.



Tabs for all 12 services where you can filter down and explore each service in detail.



View trending news.



The **User Interface & Experience (UI/UX) Service** is part of a suite of vehicle contenting services. Delivered through AutoTechInsight, an IHS Markit automotive strategy and planning solution, the service provides a view into current automotive trends and future demand through

- Sector news and insights
- Topical reports
- Supplier profiles
- CFA-Relations (OEM-Supplier relationships, both analyst and survey-based researched databases)
- Access to analyst and webinars
- OEM-level and model-level forecasts, technology fitment, and supplier relationships (optional add-ons)

Schedule a demo: [ihsmarkit.com/autotechinsight](https://www.ihsmarkit.com/autotechinsight)

Browse all AutoTechInsight assets: autotechinsight.ihsmarkit.com

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About IHS Markit (www.ihsmarkit.com)

IHS Markit (NYSE: INFO) is the automotive industry's leading source for marketwide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise span every major market and the entire automotive value chain—from product planning to marketing, sales, and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 15,000 colleagues in 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.