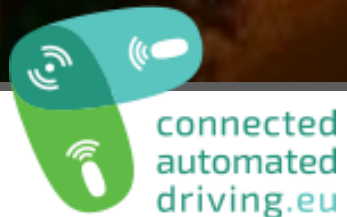


# BOOSTING CCAM WITH AI

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SECURE CONNECTIONS  
FOR A SMARTER WORLD



# NXP

30+  
Countries

~30,000  
Employees

~9,000  
R&D Engineers

9,000  
Patent Families

\$9.41B  
Annual Revenue

60+  
Year History

Automotive

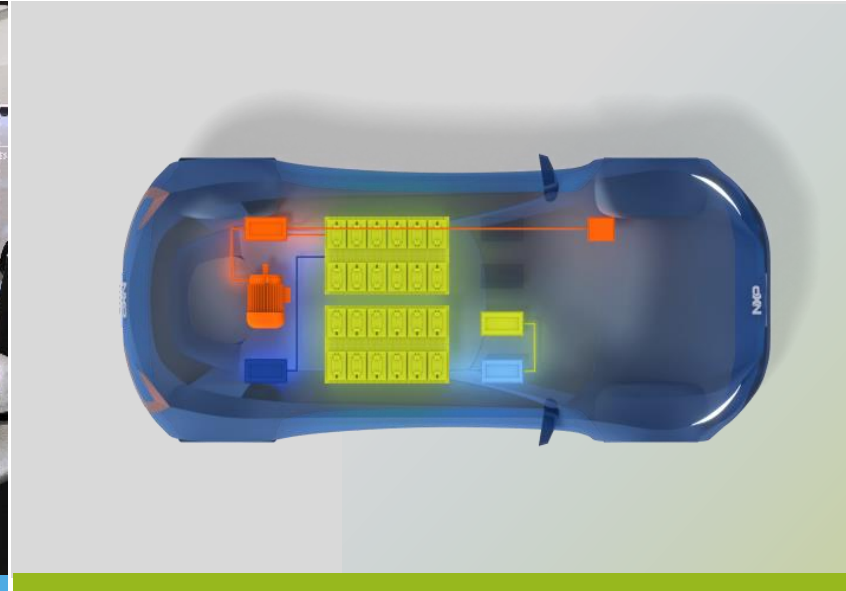
Industrial & IoT

Mobile

Comm, Infra, Other



# FUTURE MOBILITY – ONE CAR, DIFFERENT MISSIONS & TECHNOLOGY EVOLUTIONS



## THE SELF-DRIVING CAR

Be conscious, decide, learn  
Mega sensing + processing  
New infrastructures



## THE SUSTAINABLE VEHICLE

Transport at top efficiency  
New infrastructures  
Battery technology



## THE CONVENIENT SERVICE-ORIENTED CAR

Update, customize, reconfigure  
Hardware virtualization  
Safe hyper-connectivity





# MAJOR TECHNOLOGY VECTORS FOR ANY SMART DEVICE

Sense



Everything  
Aware

Think



Everything  
Smart

Connect



Everything  
Connected

Act



Everything Acting  
Efficiently



We are positioned across all required building blocks



Everything Safe & Secure

# SAFETY & SECURITY BY DESIGN

MAXIMUM QUALITY OF COMPONENTS IS MANDATORY FOR HIGH-VALUE SYSTEM



# THE ROLE OF ARTIFICIAL INTELLIGENCE GROWS

## CONNECTIVITY ENABLED SERVICES

- Platooning
- Predictive maintenance
- Fleet management
- Personalized navigation

## INTER-ENVIRONMENT AWARENESS

Personalized experience follows from one environment to the next

## DRIVER MONITORING

- Face/expression recognition
- Face identification
- Occupancy detection

## POWERTRAIN

- Energy optimization with route and terrain planning
- Predictive battery management

## SECURITY

Detect attacks and anomalies

## DRIVER REPLACEMENT

- Raw and/or object sensor data fusion
- Prediction
- Free space detection
- Trajectory planning

## VISION

Detect, segment, classify and track objects

## RADAR

Imaging radar





## AI TO BOOST CCCAM

- Offer new services
- Reduce casualties
- Enable sustainability
  - While keeping us safe and secure

Let's demistify AI to unlock its potential !



SECURE CONNECTIONS  
FOR A SMARTER WORLD