# BMW unveils new operating system and steering wheel design for vehicles



In a significant advancement for automotive technology, BMW has introduced its latest software suite, the BMW Operating System X, which will underpin the future generation of software-defined vehicles. This new system will enable seamless integration of various third-party applications, including streaming services, video, and gaming, positioning BMW as a forward-thinking contender in the evolving landscape of in-car technology.

The new operating system features an enhanced intelligent personal assistant, which is designed to learn the driver's behaviours and preferences. According to BMW, the assistant will make suggestions based on similar situations encountered in the past. However, it will also adjust these recommendations if they are consistently disregarded by the driver, showcasing a level of adaptability aimed at improving user experience.

Alongside the sophisticated software, BMW is also rolling out a redesigned steering wheel. Notably, this new steering wheel boasts two spokes, located at the 12 o'clock and 6 o'clock positions, and incorporates intuitive touch-sensitive buttons strategically placed where drivers’ thumbs naturally rest. These buttons are split into two distinct groups: the left side facilitates driver assistance functions, such as activating adaptive cruise control, while the right side is dedicated to media controls.

A key feature of the steering wheel's buttons is their haptic feedback mechanism, which is designed to minimise accidental activations. IBM has implemented a system whereby the buttons only illuminate when they are in use. For example, if a call is incoming, a green answer button will be lit, providing clear, visual cues for the driver. Once the call concludes, the indicator light disappears, preventing distraction during driving.

These updates signal BMW's commitment to enhancing its technological offerings while maintaining a familiar interface for established customers. The company has indicated that these innovations are set to begin appearing in its vehicles by the end of this year, marking a notable step in the integration of advanced technology into everyday driving experiences. As BMW prepares to release these updates, observers await detailed feedback on the system's performance in real-world scenarios.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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