# HARMAN unveils innovative automotive technologies at CES 2025



At CES 2025 in Las Vegas, HARMAN, a prominent automotive technology leader and subsidiary of Samsung Electronics Co., Ltd., unveiled an array of innovative collaborations aimed at revolutionising the automotive industry by integrating empathy and contextual awareness into vehicles. The company’s President, Christian Sobottka, stated, “By working with industry leaders across the automotive and technology sectors, we are embracing collective intelligence to create a new level of in-cabin experiences that adapt to what consumers want and automakers need,” highlighting the collaborative effort to elevate user experiences within vehicles.

HARMAN’s newly announced collaborations focus on delivering intelligent and intuitive automotive experiences, improved visual displays, and a more engaging communication system with occupants. A notable partnership with Cerence AI has resulted in the launch of the “Luna” avatar, powered by HARMAN’s emotionally intelligent AI system, Ready Engage. This innovation transforms how users interact with their vehicles, offering personalised communication that adapts to individual needs through voice and visual prompts.

In addition, HARMAN’s collaboration with HL Klemove aims to merge advanced driver assistance systems (ADAS) with in-cabin experiences into a unified solution. This partnership intends to develop a product-grade central compute unit (CCU) that integrates cockpit and ADAS features, thereby allowing automakers to customise functionalities while reducing their time to market.

Furthering its commitment to enhanced user experiences, HARMAN has also teamed up with Samsung to deliver high-quality in-cabin displays. Powered by Samsung's Neo QLED technology, HARMAN's Ready Display products promise to introduce home-theatre quality visuals into vehicles. These displays will be accompanied by the implementation of the HDR10+ automotive standard, expected to debut in early 2025.

In a bid to bolster safety on the road, HARMAN's Ready Aware system, in collaboration with Miovision and Qualcomm Technologies, enhances driver awareness through vehicle-to-network (V2N) communications. This solution provides timely alerts regarding traffic lights and road hazards. Furthermore, by employing the HARMAN Ready Connect 5G telematics unit, drivers can benefit from real-time updates and emergency messaging capabilities, allowing for improved vehicular connectivity.

Another significant collaboration is with Gentherm, focusing on in-cabin comfort and safety. Together, they have developed HARMAN Ready Care, which tracks drivers' visual and cognitive load, responding with tailored interventions to ensure optimal comfort and alertness while driving.

In parallel with HARMAN, Qualcomm Technologies, Inc. showcased its cutting-edge AI technologies at CES 2025, announcing a range of innovations that promise to redefine user experiences across various sectors, including automotive, PCs, and smart homes. Qualcomm’s President and CEO, Cristiano Amon, emphasised the generational shift that AI is creating, asserting, “AI is creating a generational shift in technology. In 2025, we will continue to see AI processing move to the edge, enabling and enhancing AI-first experiences.”

The company’s Snapdragon X platform aims to enhance performance within the Windows ecosystem, while the Snapdragon Digital Chassis expands AI capabilities in automotive applications, partnering with several automotive giants to implement advanced cockpits and driver assistance systems. The evolving technology aims to enhance driver comfort and safety through AI-powered solutions.

Qualcomm also presented its vision for "Smart Home 2.0," showcasing devices capable of performing complex AI tasks, thereby improving user interactions and functionalities. In addition, the next evolution of the Qualcomm Aware Platform was unveiled, designed to enhance IoT solutions for a variety of industries through advanced location and monitoring capabilities.

Furthermore, Qualcomm introduced its AI On-Premises Solution aimed at enabling small and medium businesses to run custom AI applications on local infrastructure. This focuses on achieving operational efficiencies and cost-effectiveness for enterprises requiring AI services.

Both HARMAN and Qualcomm are at the forefront of a rapidly evolving automotive landscape, leveraging advanced technologies and collaborative efforts to create a seamless integration of AI and user experience within vehicles, fundamentally changing how individuals interact with automotive innovations. CES 2025 has become a pivotal platform to showcase these transformative technologies, setting expectations for the future of automotive user experiences.

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

## Bibliography

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