

Press release



BOSCH

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Safety in the car of the future

- Cockpit camera and voice recognition software identifies driver
- Bosch vehicle communication technology meets all standards and can be used in every part of the world
- Special security software identifies and analyses potential cyber attacks on connected vehicles

As the number of connected vehicles grows – according to Gartner, around 250 million cars will be connected worldwide by 2020 – so too does the potential for new digital services. Responding to the prognoses for connected mobility, Bosch has created a range of services designed to guarantee safe and stress-free driving: new display management systems, network hardware to implement vehicle-to-vehicle communication and developments to protect connected vehicles against hacking.

To showcase its new, all-embracing display and display management systems, Bosch has produced a concept car based on the Cadillac Escalade. A human-machine interface with five coordinated screens makes driving even safer and less stressful. It allows the driver to operate basic functions while keeping maximum attention on the traffic. A cockpit camera and voice recognition software identifies the driver and automatically loads personal settings for seats and mirrors and even the driver's customised playlist. The driver controls the infotainment and navigation systems and air-conditioning by voice or touch-screen interface while keeping full attention on the road, minimising the risk of road accidents.

Vehicle-to-X communication in critical situations

Traffic jam over the hill or a car popping out from a hidden opening? The capability for vehicles to communicate with each other and their surroundings, and to warn each other of critical traffic situations, could save lives. Bosch has developed a new piece of hardware for vehicles, the Connectivity Control Unit (CCU) that is responsible for Vehicle-to-X (Vehicle-to-Everything) communication.

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CCU technology meets every communication standard for WLAN, LTE and DSRC networks and can be used in every part of the world.

Cyber security for connected vehicles

An essential requirement for connected vehicles is data protection to fend off external intrusion. Bosch applies a multi-step approach to data protection in both hardware and software, ensuring that the network-connected vehicles of the future can maintain the high standard of data protection it already provides.

The Bosch subsidiary ESCRYPT has produced special security software, the Intrusion Detection and Prevention System that has the capability to identify and analyse potential cyber attacks on connected vehicles. The information it gathers allows appropriate counter-measures to be taken quickly and effectively, either for single vehicles or entire fleets.

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Basic information:

Bosch has been present in Hungary since 1898 with its products. The company is this year celebrating the 100th anniversary of the opening of its first Hungarian operation. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently nine Hungarian subsidiaries. In fiscal 2016 it had a total turnover of HUF 1149 billion and sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – was HUF 238 billion. The Bosch Group in Hungary employs more than 14,200 people (as per January 1, 2017). Figures of fiscal 2017 for the Bosch Group in Hungary will be available from May 31, 2018. In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,500 associates worldwide (as of December 31, 2017). According to preliminary figures, the company generated sales of 78 billion euros in 2017. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs 62,500 associates in research and development.

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