

**PRESS RELEASE****12.11.2019****siili\_auto**

**The next breakthrough in the car HMI is around the corner. siili\_auto, Finnish automotive industry and University of Tampere are about to make it.**

**The car industry is coming up with ever more technology assisted user experience and ways to collect and portrait data in the car HMI to help the driver. Yet still today the consequence might be in fact quite contrary from the purpose – at its worst the multiple advice might distract the driver from their most important task, driving safe. The shift in utilising the data better and more personalized is the thing of tomorrow. siili\_auto is one of those who'll make it happen.**

“The scale of our perception is limited, yet the information overload is just speeding up. That sets high requirements for the user interface and the user experience in cars in the future. They should be able to provide just the right bit of information at the exactly right manner”, describes professor and Project Director Roope Raisamo from the University of Tampere.

The University of Tampere together with siili\_auto and several Finnish companies in global automotive industry value chain such as Nokia and Rightware, have launched a Finnish automotive consortium MIVI, Multimodal In-Vehicle Interaction and Intelligent Information Presentation, that aims to innovate and pilot future solutions for multimodal in-vehicle interaction and intelligent HMIs.

The project led by UTA focuses mainly on two things: creating smoother ways for the driver to control the vehicle and ways to present the information through various senses.

“If the vehicle understands the driver’s motives, it’s able to assist the driving more effectively. The way the information is presented can be based on the driving circumstance or the driver’s personal preferences”, describes Väinö Leskinen, Senior Vice President from siili\_auto.

“Our expertise is in responsibly collecting, enriching and utilizing the data of the user, the vehicle, the driving and the circumstance. The data enables a more improved, more personal user experience. Data more responsible yet smarter provides nothing but the right and necessary information for quick decision-making.

Simultaneously the more efficient and contextual use of data provides opportunities for new data-based revenue models, like services related to cars or an easier daily life”, says Leskinen on siili\_auto’s role in the two-year consortium project.

siili\_auto is the world’s premier creative technology studio fully focused on product innovation and product creation for next generation mobility. In a short period of time siili\_auto, the start-up of OMX Helsinki listed company Siili Solution, has become a significant platform independent player in the global automotive industry software business focusing on the next generation car HMI solutions as well as innovating and prototyping creative tech solutions in the OEMs’ product development processes.

Contacts & interviews:

Väinö Leskinen  
CEO, siili\_auto  
Siili Solutions Oyj  
v.leskinen@siili.com  
+358 50 472 9955

website: <https://auto.siili.com/>

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