

For Immediate Release

Finnish automotive ecosystem co-creates future driving experience with launch of Origo Steering Wheel concept

*The Origo Steering Wheel concept brings mobile device user experience to driving,
enhancing safety, design and usability*

HELSINKI, VANTAA and OULU Finland, April 7, 2020 —The Origo Steering Wheel concept is designed to improve safety by reducing driver distraction with intuitive controls adapted from mobile device user experiences. The new Origo Steering Wheel Concept improves the way a driver accesses information, and controls non-driving functions, in the vehicle with intuitive thumb controls accessible with a safe hands-on-wheel driving position. Relevant information is presented in each situation, ensuring the driver can focus on the primary task: safe driving. The new Origo Steering Wheel Concept replaces multiple mechanical controls in different locations with novel, 3-dimensional touch sensors that are integrated in the steering wheel and easily operated by thumb, providing a natural, smartphone-like interaction.

The new Origo Steering Wheel concept is the first joint demonstration and research platform to emerge from the Multimodal In-Vehicle Interaction and Intelligent Information Presentation (MIVI) consortium launched in October 2019. The two-year MIVI research project is coordinated by the University of Tampere and funded by Business Finland. Participants include multiple Finnish companies operating in the global automotive industry.

“It is exciting to see the vibrant Finnish automotive ecosystem actively collaborating on forward-looking concepts. The Origo Steering Wheel will showcase practical applications emerging from the MIVI project and serve as a basis for ongoing experimental research at

Tampere University," said Professor and Head of Program Roope Raisamo from Tampere Unit for Computer-Human Interaction.

The Origo Steering Wheel concept has been co-created by Canatu, Siili Auto, Rightware and TactoTek®, each bringing their unique expertise to the project:

- [Canatu](#) provides its fully transparent Carbon NanoBud (CNB) film -based touch sensors that are integrated into the steering wheel. CNB sensors can be formed and moulded into any shape providing design-freedom and great user experience.
- [Siili Auto](#) designs and implements User Interface (UI) of the smart steering wheel. UI and the steering wheel physical form and innovate controls are seamlessly integrated to a unique user experience.
- [Rightware](#) is providing its market-leading HMI software tools including Kanzi UI, Kanzi Connect, and Kanzi Maps to enable rapid design, prototyping, and development of intuitive interaction models for this new concept.
- [TactoTek®](#) applies its Injection Molded Structural Electronics (IMSE™) technology to design and produce smart surfaces that include circuitry, touch controls and illumination in 3D injection molded designs.

The Origo Steering Wheel concept User Interface (UI) features media, navigation, contacts, climate and cruise control that are all easily controlled from the steering wheel with 3D thumb controls, providing natural, mobile-like user interaction with assisted or semi-assisted cars.

"Billions of people are using their smartphones daily naturally with their thumbs. We wanted to provide the same familiar touch user experience to the tomorrow's cars. Steering wheels can benefit Canatu's truly unique, fully transparent and 3-dimensional touch controls enabling less driver distraction. With Canatu CNB, any surface can be made smart, and now we are applying our in-depth expertise in CNB technology to develop smart steering wheels of the future for improved design and functionality, said Juha Kokkonen, CEO, Canatu Oy.

“The Origo Steering Wheel is a tangible example of the both the broad scope of technology innovation in Finland and our success in integrating those technologies into a compelling, practical solution,” said Jussi Harvela, CEO, TactoTek Oy.

“The Origo Steering Wheel is the first tangible outcome bringing new technologies from the collaboration partners fully in life in the form of integrated and immersive driving experience. We are excited to innovate further and provide even more game-changing UX solutions together with these leading vendors,” describes Väinö Leskinen, Managing Director, Siili Auto.

“We are excited to see our technology enabling new use cases,” said Tero Koivu, COO, Rightware. “The touch-based gestures enabled by the combination of technologies in this concept will introduce a heightened level of fluidity to user interaction models while also helping increase safety on the road.”

To learn more about the new products and technologies integrated into the Origo Steering Wheel concept, please contact Canatu, Siili Auto, TactoTek and Rightware representatives.

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About Canatu

Canatu’s solutions bring design freedom and user experience to the next level for 3D shaped touch devices and enable autonomous driving in any weather. Canatu develops and manufactures innovative 3D formable and stretchable films and sensors for touch and heater solutions. These transparent and conductive films can be integrated into plastic, glass, textile or leather enabling 3D touch displays, smart switches and other intuitive user interfaces as well as

3D shaped heater solutions. The conductive films of Canatu are manufactured with a patented method using equipment developed by Canatu. Canatu supplies these unique CNB™ films and touch sensors to touch module vendors and OEM's in several industries, for example automotive and consumer electronics. Canatu is headquartered in Finland, with sales locations in Europe, US, Greater China and Taiwan, Japan and Korea. Canatu – Shaping surfaces into experiences.

www.canatu.com

About Siili Auto

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 technology solutions in the OEMs' product development processes. auto.siili.com

About TactoTek

TactoTek is a leading provider of solutions for Injection Molded Structural Electronics (IMSE) that integrate printed circuitry and electronic components into 3D injection molded plastics. Leading use cases include in-vehicle applications, home/industrial appliances, and wearable technology. TactoTek develops and industrializes IMSE technology, develops mass production ready IMSE prototypes, and licenses IMSE technology for 3rd party mass production. TactoTek is funded by Conor Venture Partners, Voima Ventures, Nordic Option Oy, Valeado AB, Faurecia Ventures, 3M Ventures, Cornes Technologies Limited, Repsol Energy Ventures, Plastic Omnium, Nanogate, Ascend Capital Partners, Leaguer VC, Nordea, Finnvera, ELY Center, Business Finland, various European Union's funding programs and private angels. For more information, please visit www.tactotek.com

About Rightware

Rightware provides tools and services for development of advanced digital user interfaces. The Kanzi philosophy is based on designer empowerment, prioritizing ease of use, rapid prototyping, workflow efficiency, high performance, and cross-platform support. Our passion is to unleash creativity and to enable fantastic user experiences. As a ThunderSoft company, our combined skills and assets allow us to deliver fully integrated HMI solutions, engineering support, and design services for automotive customers across the globe. Rightware is headquartered in Finland with a presence in the United States, Germany, Italy, China, South Korea, and Japan. Trusted by over 50 car brands, we are on track to powering the user experience in over 40 million cars by 2024. www.rightware.com

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