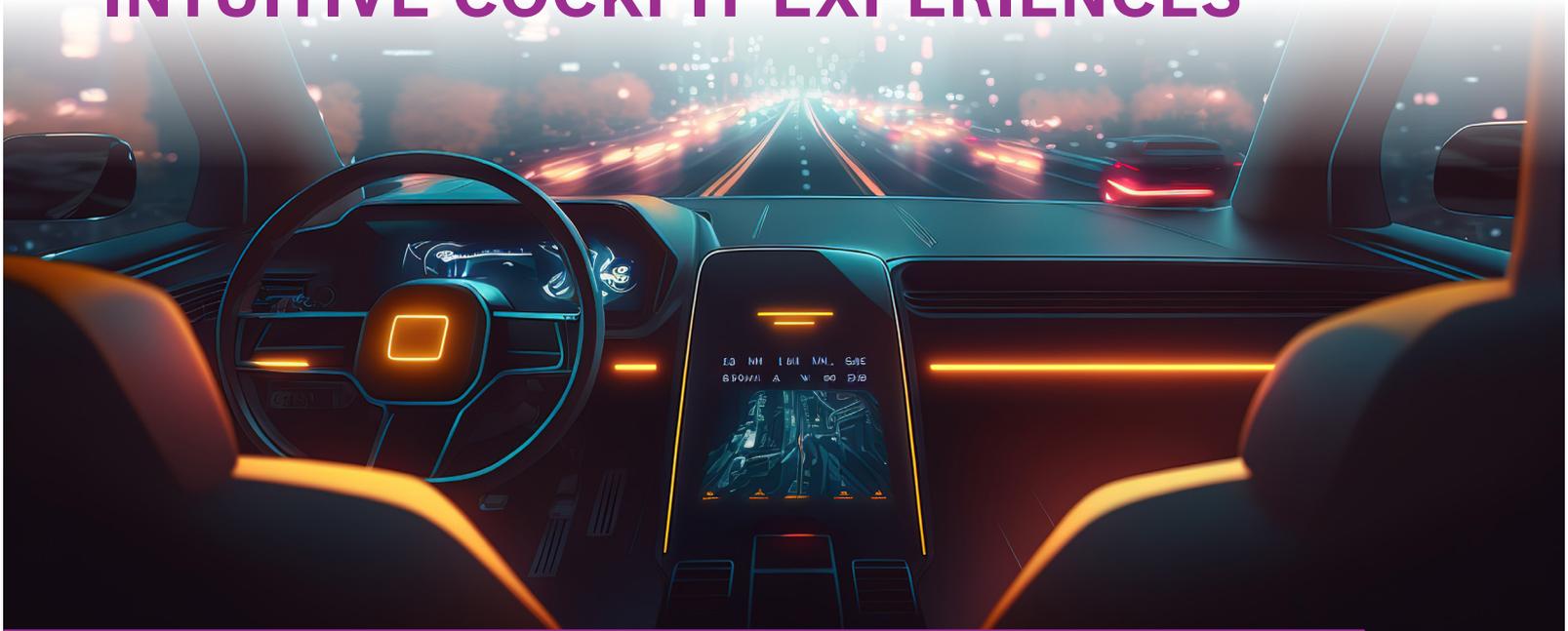


DEVELOPING SEAMLESS AND INTUITIVE COCKPIT EXPERIENCES



Stay ahead with Bosch SDS's next-gen HMI solutions. Embrace user-centered design and development for evolving customer demands in the automotive industry.

That's where we come in.

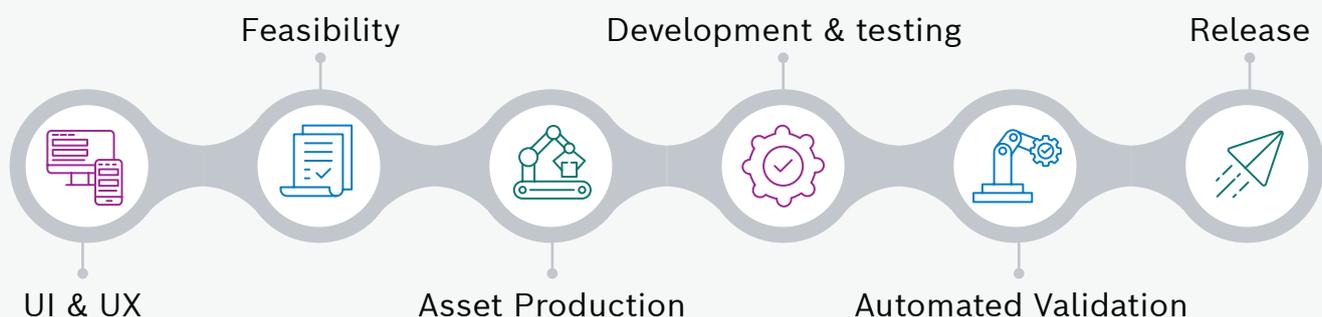


Bosch Software and Digital Solutions offers end-to-end solutions for user experiences in digital and physical products. We leverage Bosch's extensive knowledge across diverse domains like Mobility, Consumer Electronics, Industrial, Building Technology, and Healthcare. Partnering with global customers provides valuable external perspectives.

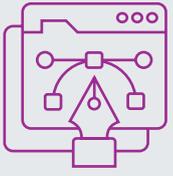


Our UX Design Studio and HMI Center of Excellence drive our momentum, keeping us at the forefront of technology and enabling rapid scaling and expansion.

End-to-end HMI SW partner



An overview of our services



UX/UI

- ✓ UX/UI research
- ✓ UI concept
- ✓ Graphic/visual design
- ✓ Asset design
- ✓ Rapid prototyping
- ✓ HMI requirements engineering



HMI Software Development

- ✓ HMI application development



- ✓ Frameworks, tools & solutions (collaborative development, analytics, microservices)
- ✓ Value-added services (PoCs & demos, architecture consulting, code refactoring, performance optimization)



Automated HMI V&V

- ✓ Graphics Test System (GTS)
- ✓ HMI Automated Test Equipment (ATE)
- ✓ cryPTA for IoT HMI Testing
- ✓ HMI V&V as a Service

Why Bosch SDS?



Expertise to offer end-to-end HMI solutions and services



16+ years of experience in complex and performance-demanding HMI



600+ HMI engineering experts with rich experience in automotive HMI



Patented, state-of-the-art HMI development and test automation tool suites



Flexible business models



Onsite support across geographies



Creating experiences so intuitive, your customers keep coming back.



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