

ARCHITECTS OF DESIRE

Coding the future of Mercedes-Benz

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What is MB.OS?

A chip-to-cloud architecture that enables the decoupling of software and hardware



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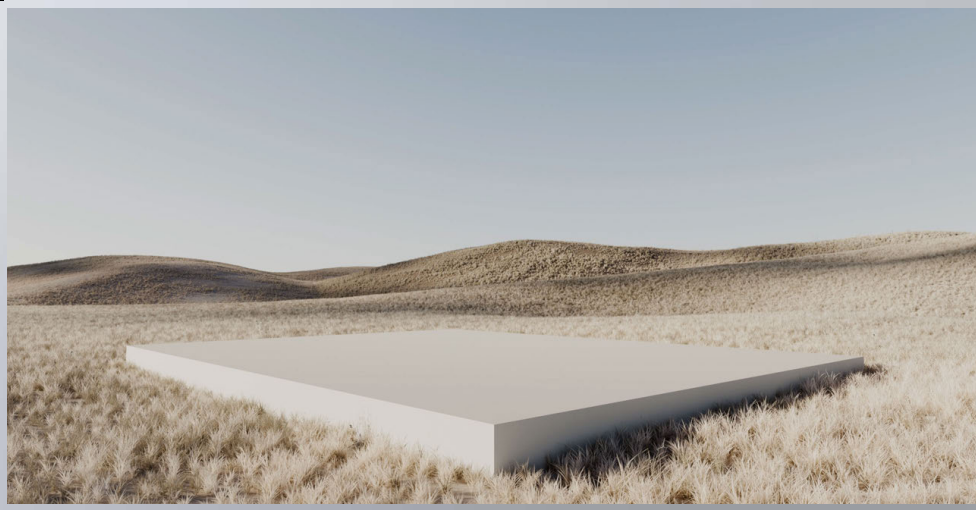


SOFTWARE

HARDWARE

What is MB.OS?

Both technical foundations and luxury living space



FOUNDATIONS

- Chip-to-cloud architecture
- Scalable proprietary platform
- Decoupling of hardware & software
- Designed for safety and privacy

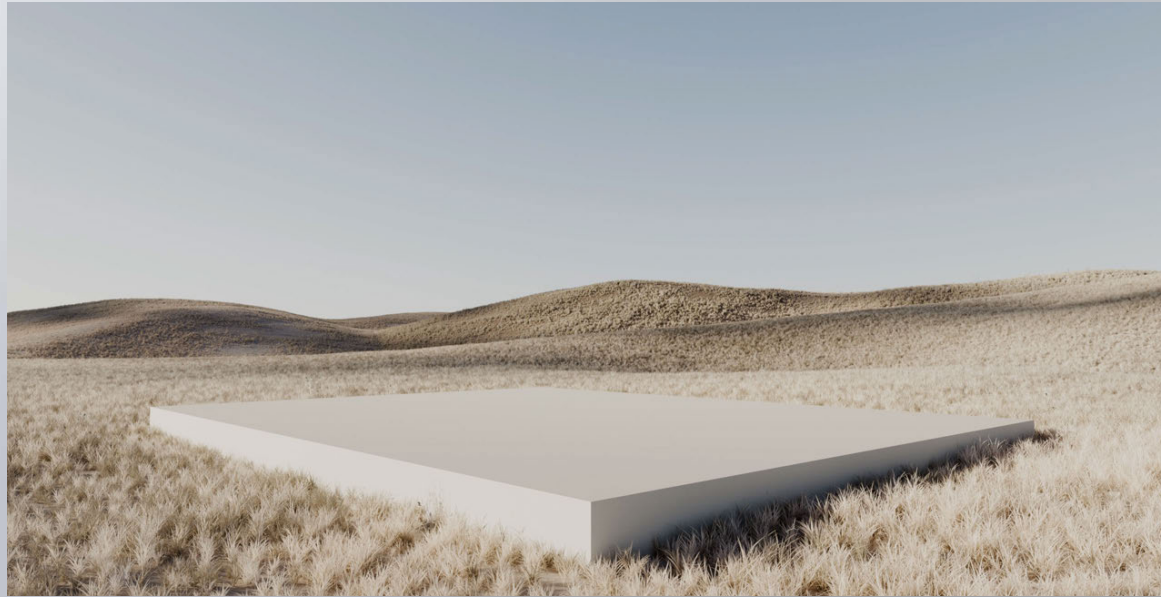


LIVING SPACE

- Body & Comfort - personalized luxury experience
- Infotainment - best content and regional heroes
- Automated Driving - the gift of time
- Driving & Charging - intelligent and seamless

What is MB.OS?

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MB.OS hardware architecture is purpose-built
An integration platform for intelligent vehicle functions across all car lines

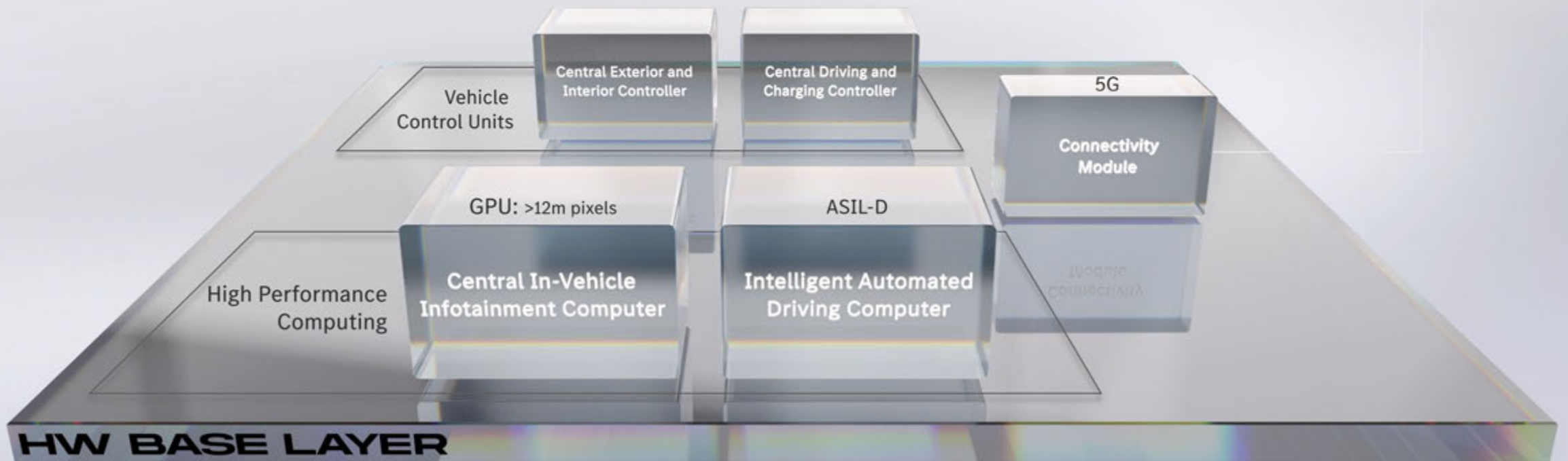


SW BASE LAYER

HW BASE LAYER

MB.OS hardware architecture is purpose-built

An integration platform for intelligent vehicle functions across all car lines



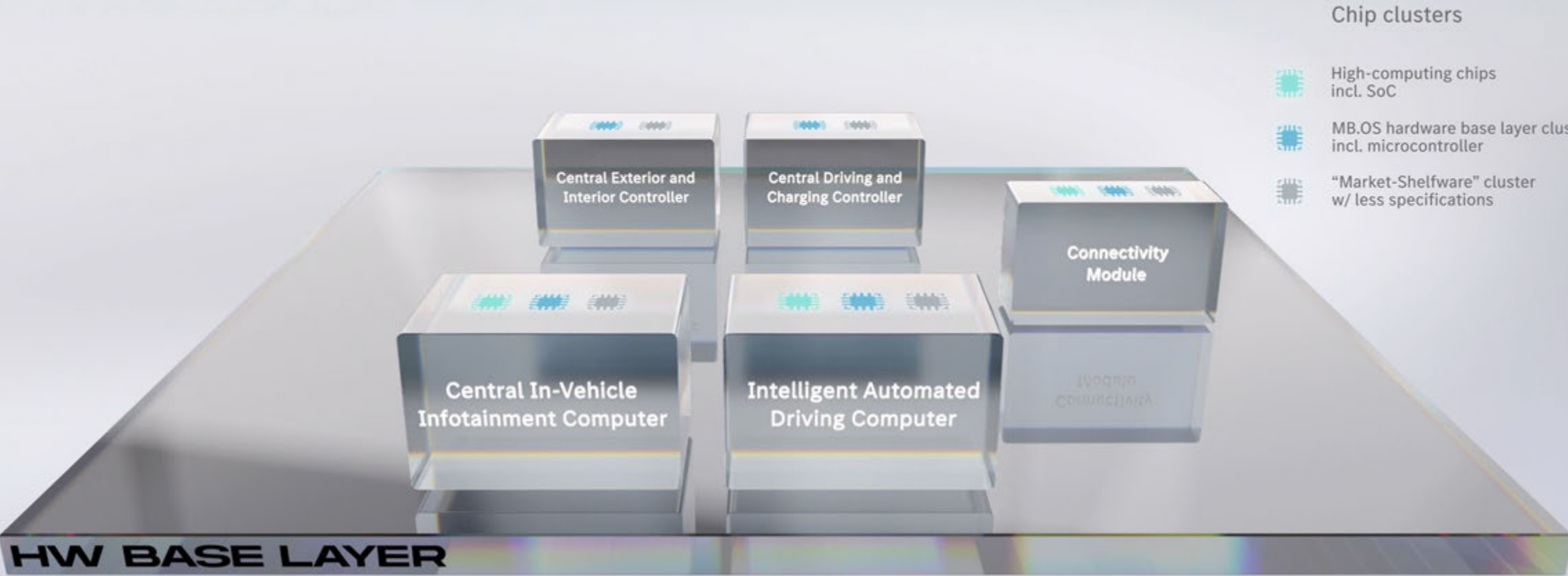
MB.OS hardware base layer – semiconductors

Tailored strategy for each chip cluster






MB.OS hardware base layer – semiconductors

Tailored strategy for each chip cluster

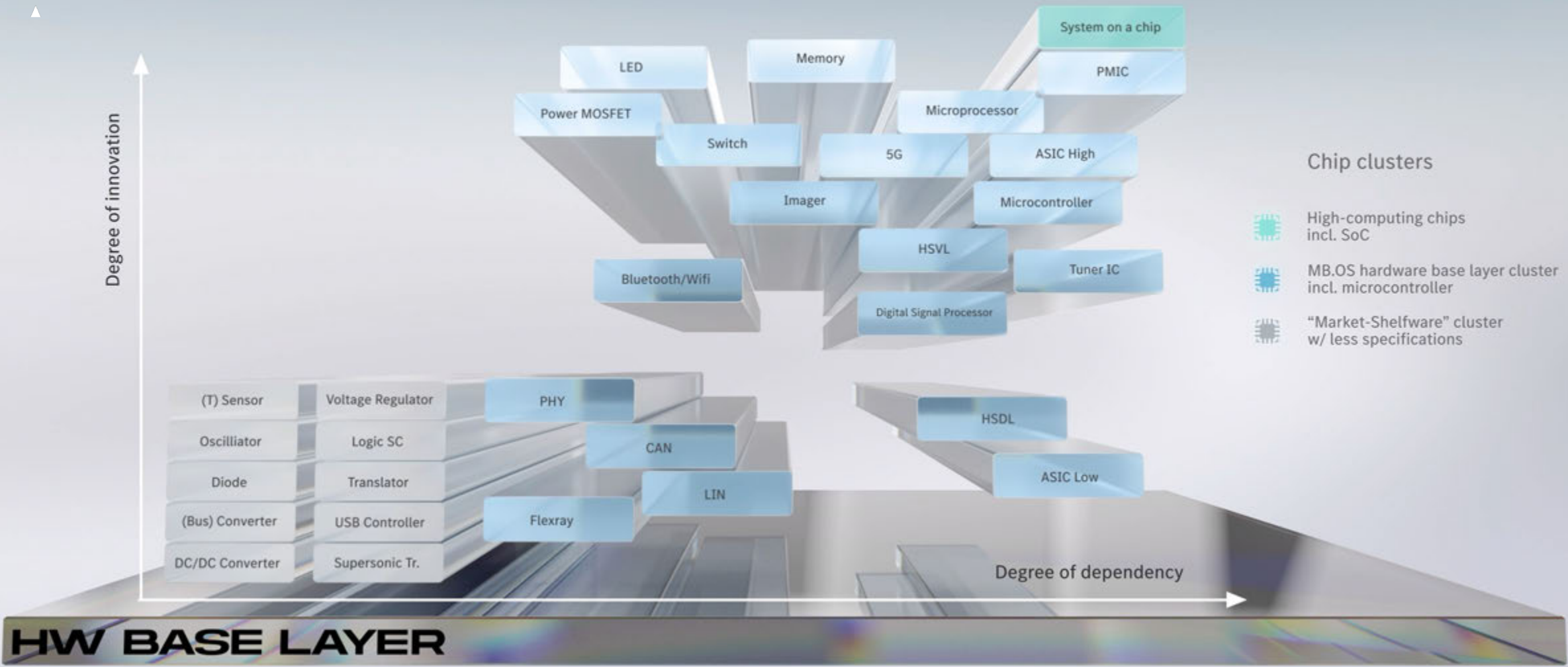


Chip clusters

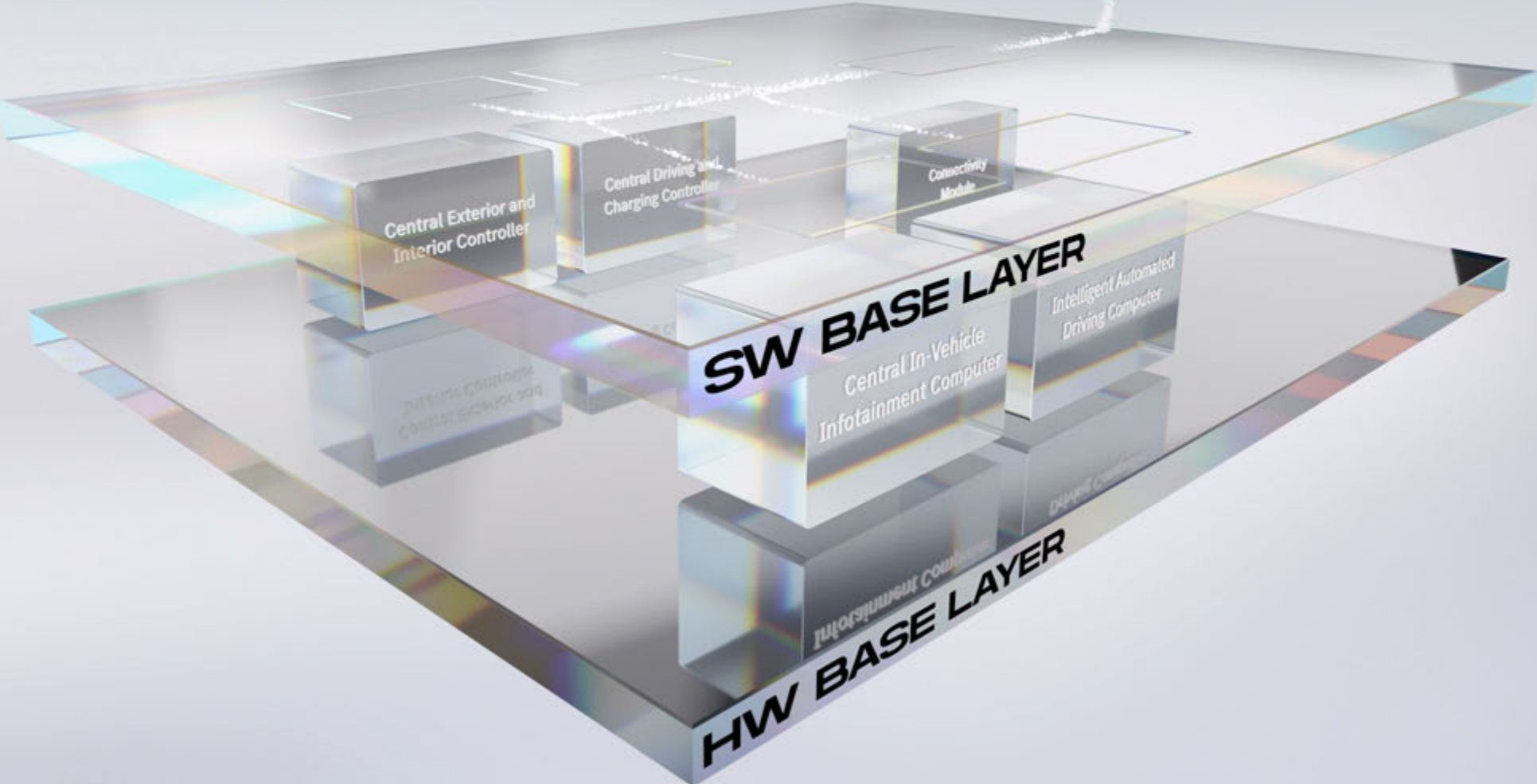
-  High-computing chips incl. SoC
-  MB.OS hardware base layer cluster incl. microcontroller
-  "Market-Shelfware" cluster w/ less specifications

MB.OS hardware base layer – semiconductors

Tailored strategy for each chip cluster

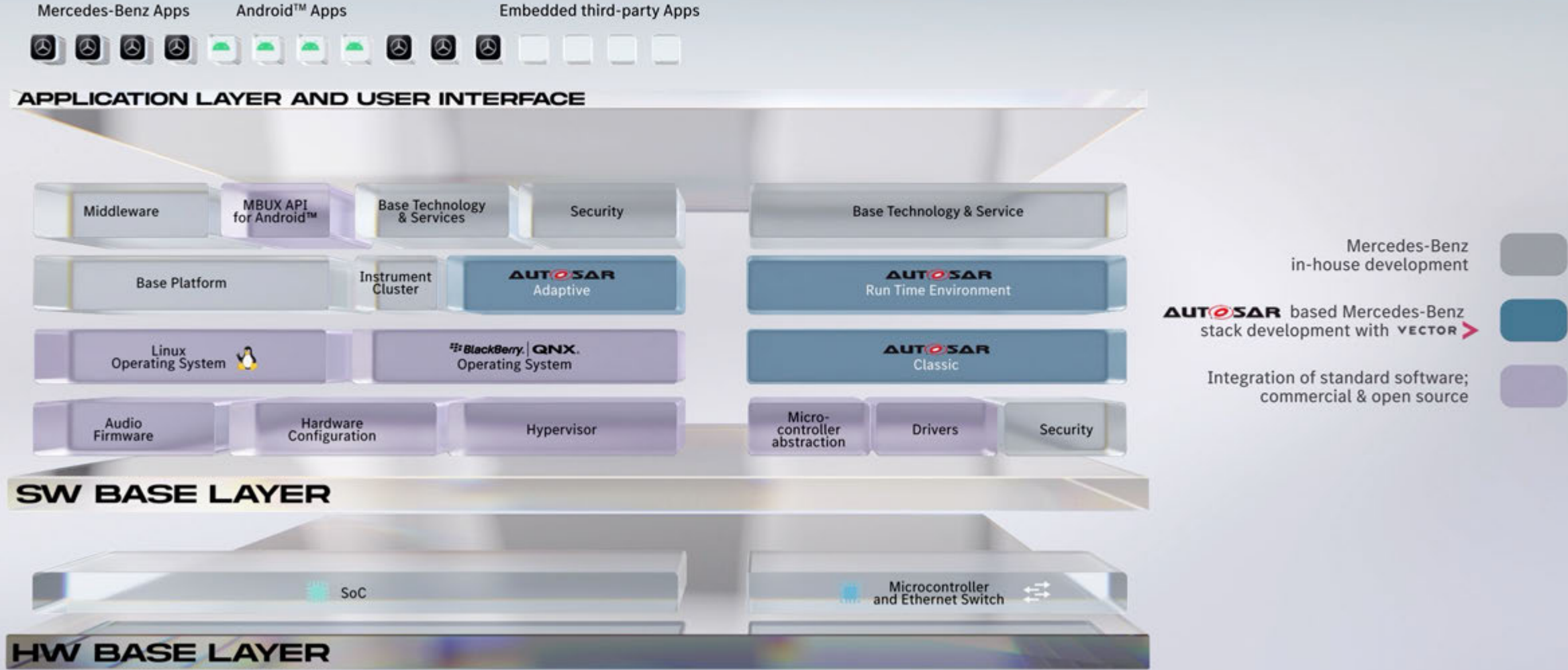


MB.OS software base layer allows very rapid OTA updates
Ethernet backbone links domain computers and connectivity module



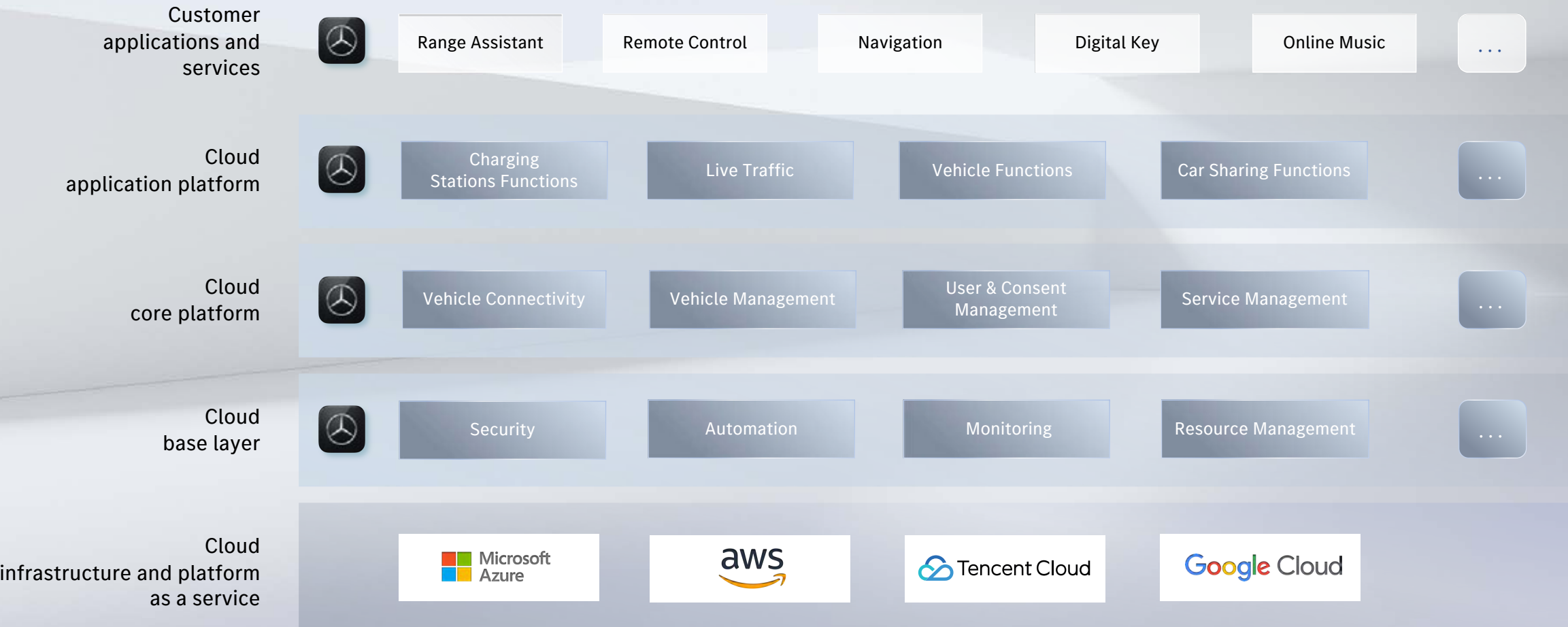
MB.OS software base layer

Deep dive into our in-house developed infotainment controller



Mercedes-Benz Intelligent Cloud

Benefits in scalability, flexibility and sustainability



MB.OS is powered by data
For better product and customer engagement

DATA FROM 16 MILLION CARS BY 2025

CONTINUAL PRODUCT IMPROVEMENT

INDIVIDUAL CUSTOMER OFFERINGS

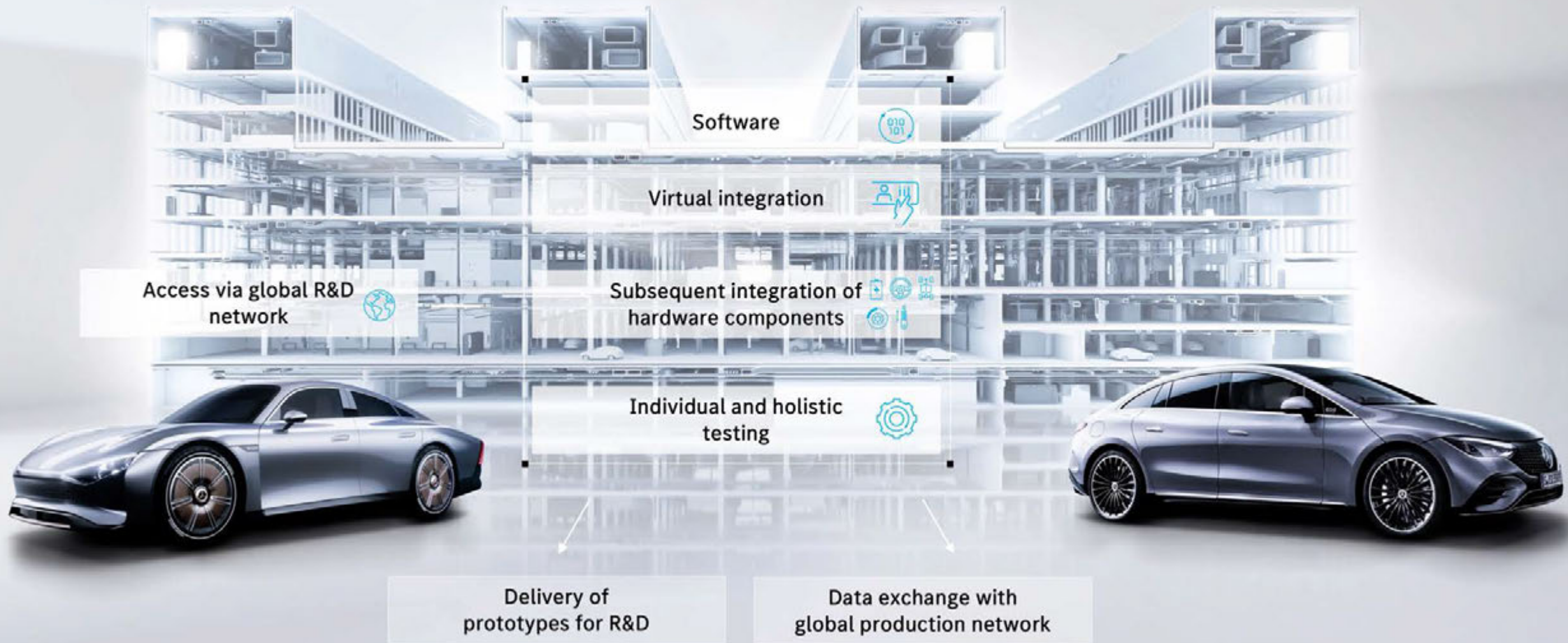
MERCEDES ME ID

MERCEDES ME PRIVACY CENTER

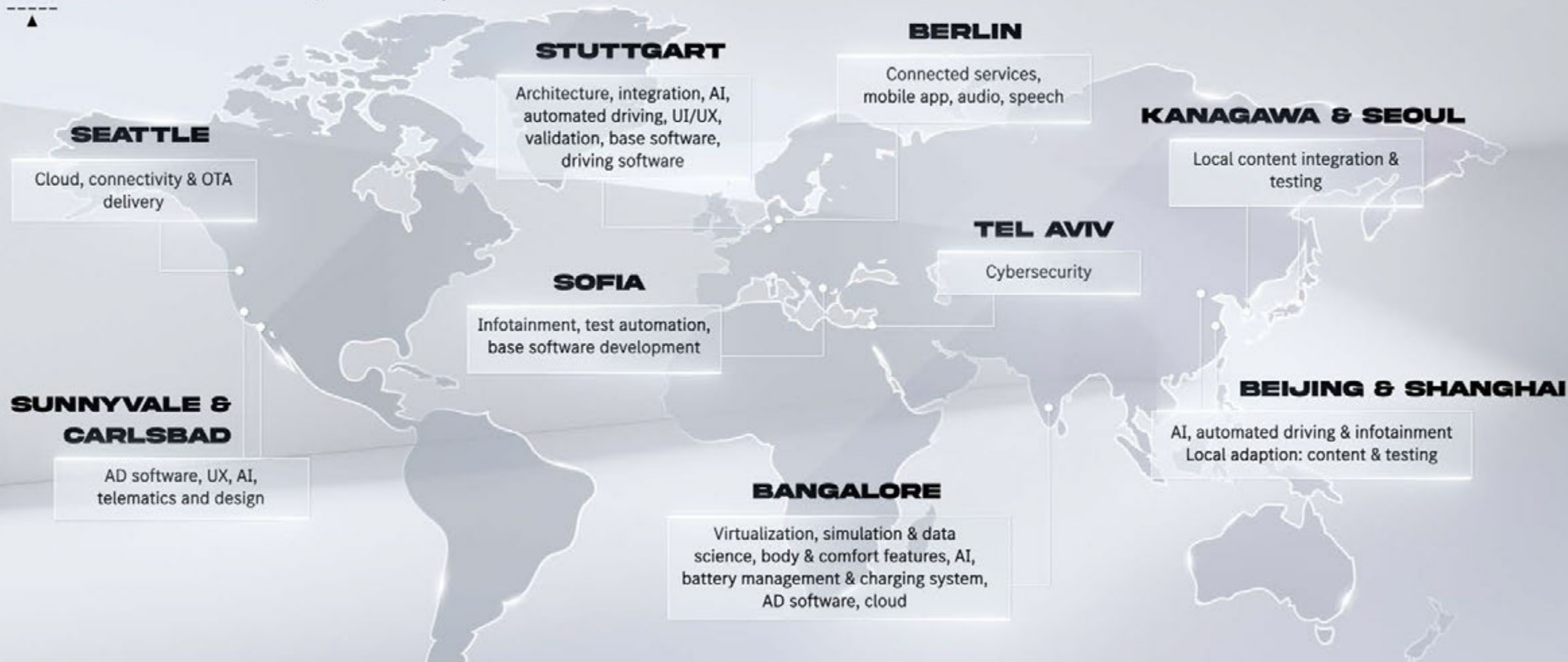


Electric Software Hub in Stuttgart

The backbone of software integration, validation and testing



MB.OS is designed and delivered in a global network of expertise
Focused on market proximity and cost control



We are the architects and owners of the MB.OS platform
Full control of development to deliver an outstanding luxury product

**SERVICE-
ORIENTED
CHIP-TO-CLOUD
ARCHITECTURE**

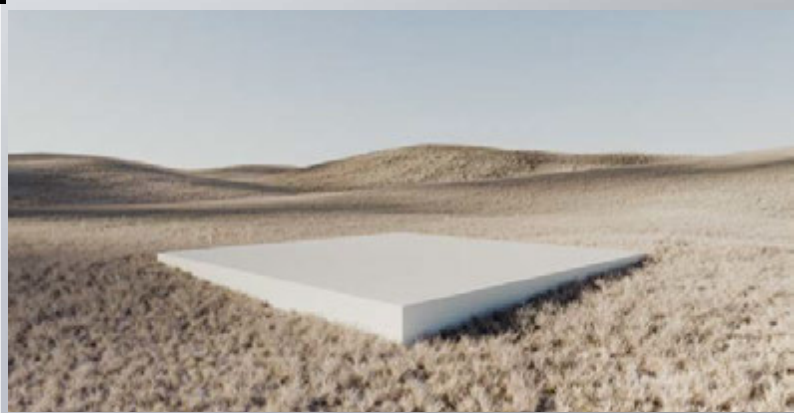
**SCALABLE
DECOUPLED
SOFTWARE
AND
HARDWARE**

**PROPRIETARY
PLATFORM
BUILT ON
STANDARDS**

**DESIGNED FOR
SAFETY AND
PRIVACY.
ENABLING
PARTNERS OF
CHOICE**

MB.OS is designed to give an unrivalled customer experience

How we are creating a unique living space



FOUNDATIONS

- Chip-to-cloud architecture
- Scalable proprietary platform
- Decoupling of hardware & software
- Designed for safety and privacy



LIVING SPACE

- Body & Comfort - personalized luxury experience
- Infotainment - best content and regional heroes
- Automated Driving - the gift of time
- Driving & Charging - intelligent and seamless

BODY & COMFORT

INFOTAINMENT

AUTOMATED DRIVING

DRIVING & CHARGING

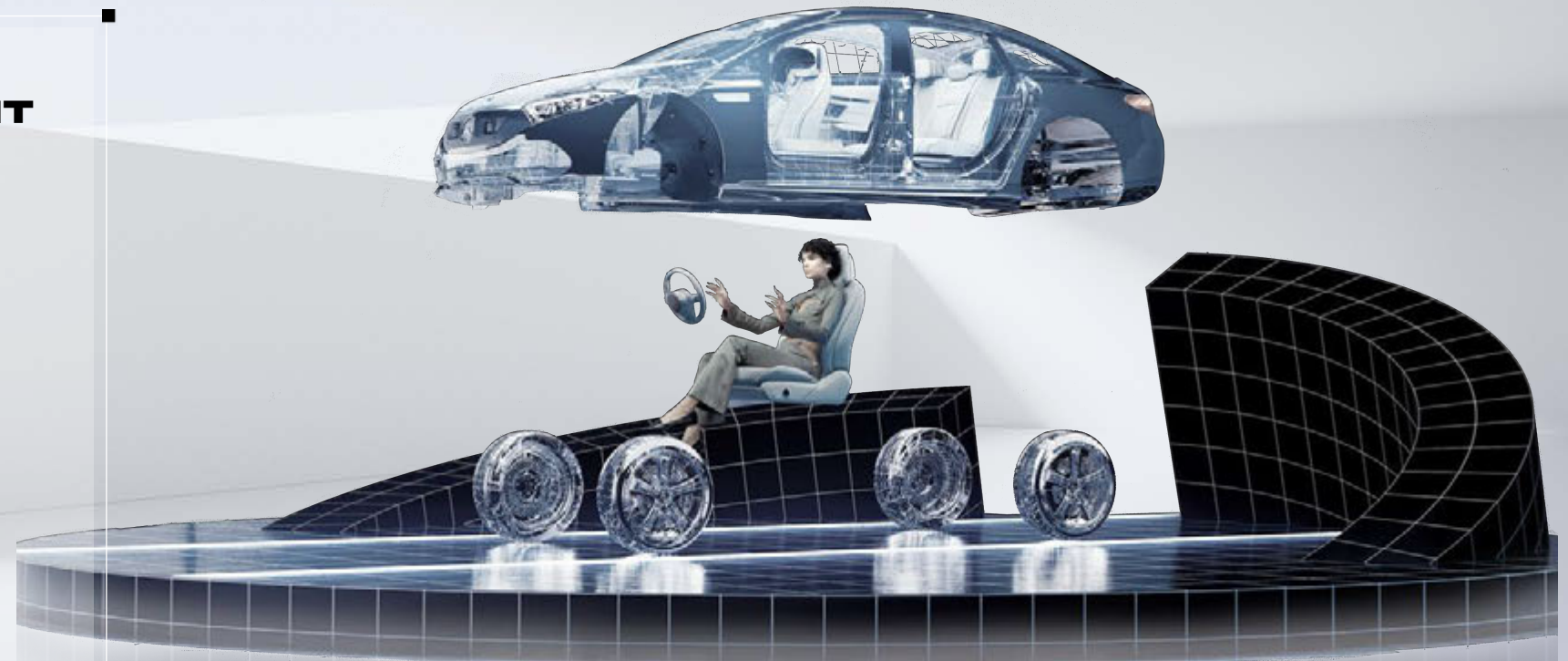
MB.OS will create an immersive multi-sensory experience
We have control over all vehicle functions to deliver exceptional comfort

IMMERSIVE ENTERTAINMENT

- ▶ Video
- ◻ Motion
- ◻ Light
- ◻ Climate control
- ◻ Fragrance

Energizing comfort to wearables

Digital Vehicle Key for smartphones



BODY & COMFORT

INFOTAINMENT

AUTOMATED DRIVING

DRIVING & CHARGING



Place Details provided by Google

Discover your points of interest



Long-term strategic partnership

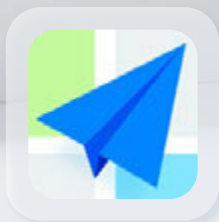
Mercedes-Benz navigation provided by Google



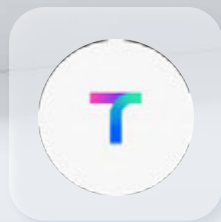
Regional heroes for best navigation

Leveraged by Unity game engine

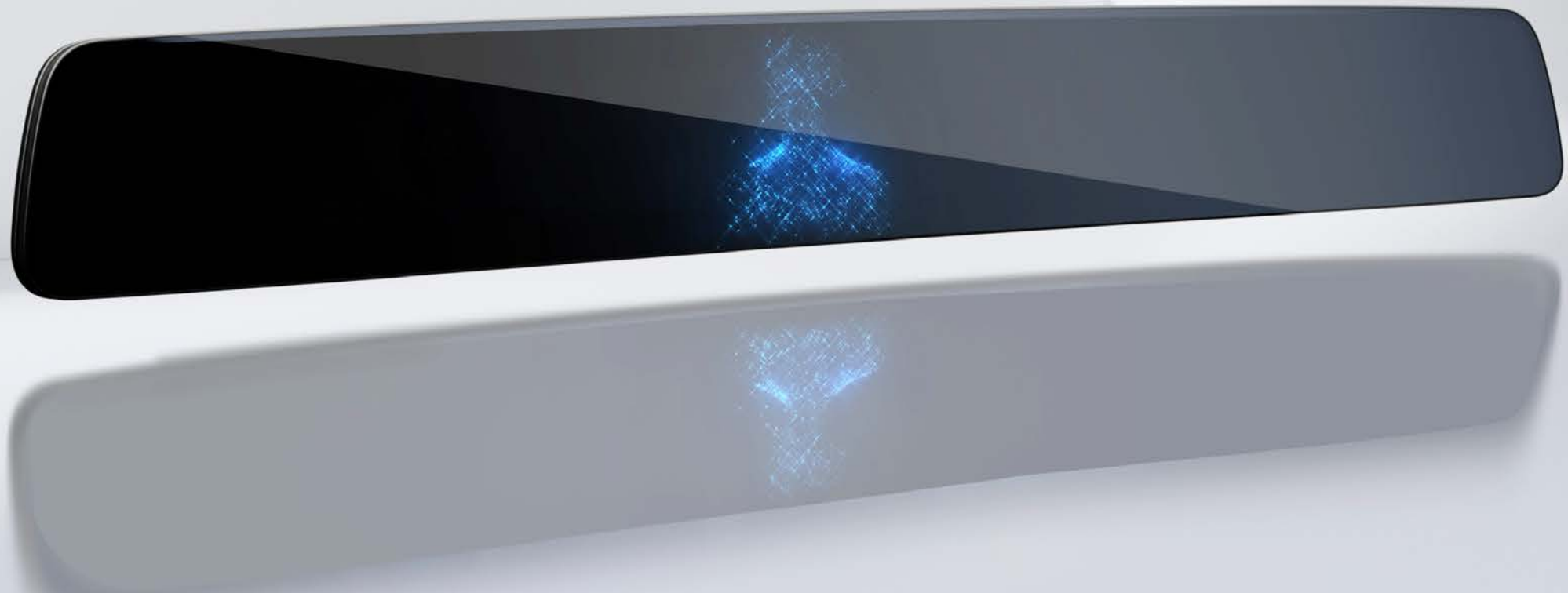
AMAP



TMAP



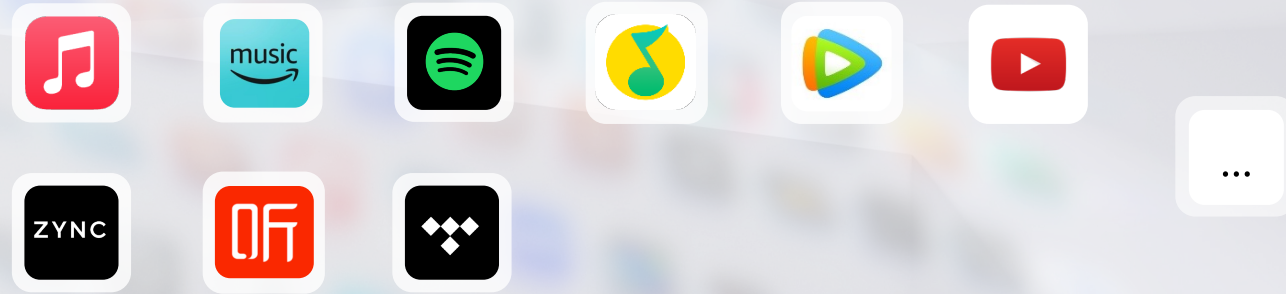
Spectacular screens and user experience
Intuitive. Interactive. Learning.



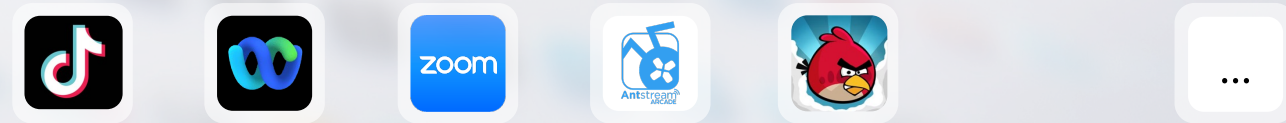
Car as entertainment center

Fast and efficient third-party app integration for various use cases

**NATIVELY
INTEGRATED**



**APP STORE
POWERED BY**



Entertainment center

Video streaming with leading apps - regionally tailored



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Integrating gaming platforms

Starting with Antstream Arcade

1500
CLASSIC GAMES

500
MINI GAMES



Unparalleled audio excellence
Also in entry segment



Seamless video conferencing
From the comfort of your Mercedes-Benz



Personalization

Mode for Digital Art – an exclusive canvas



BODY & COMFORT

INFOTAINMENT

AUTOMATED DRIVING

DRIVING & CHARGING

Mercedes-Benz leads in safe automated driving

Our Level 3 system is a world first

LEVEL 2

Automatic Lane Change (ALC) in the U.S. and more markets to come

LEVEL 3

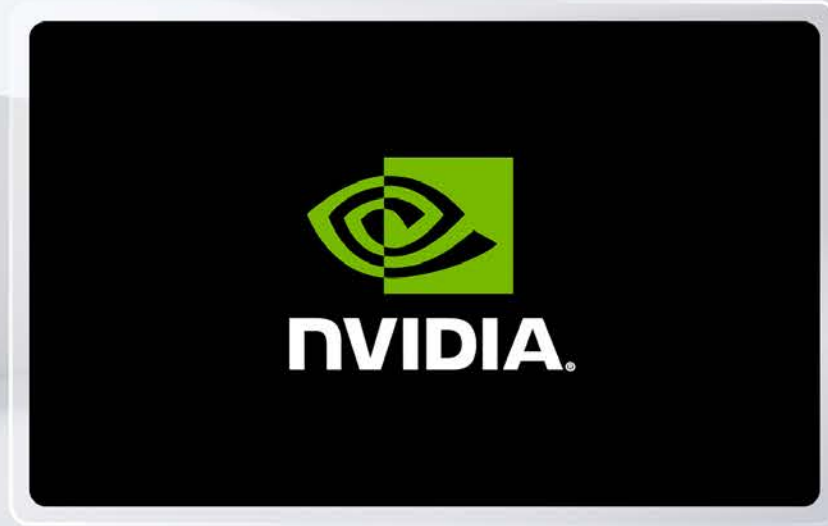
DRIVE PILOT available in Germany, approved in Nevada, expected soon in California

LEVEL 4

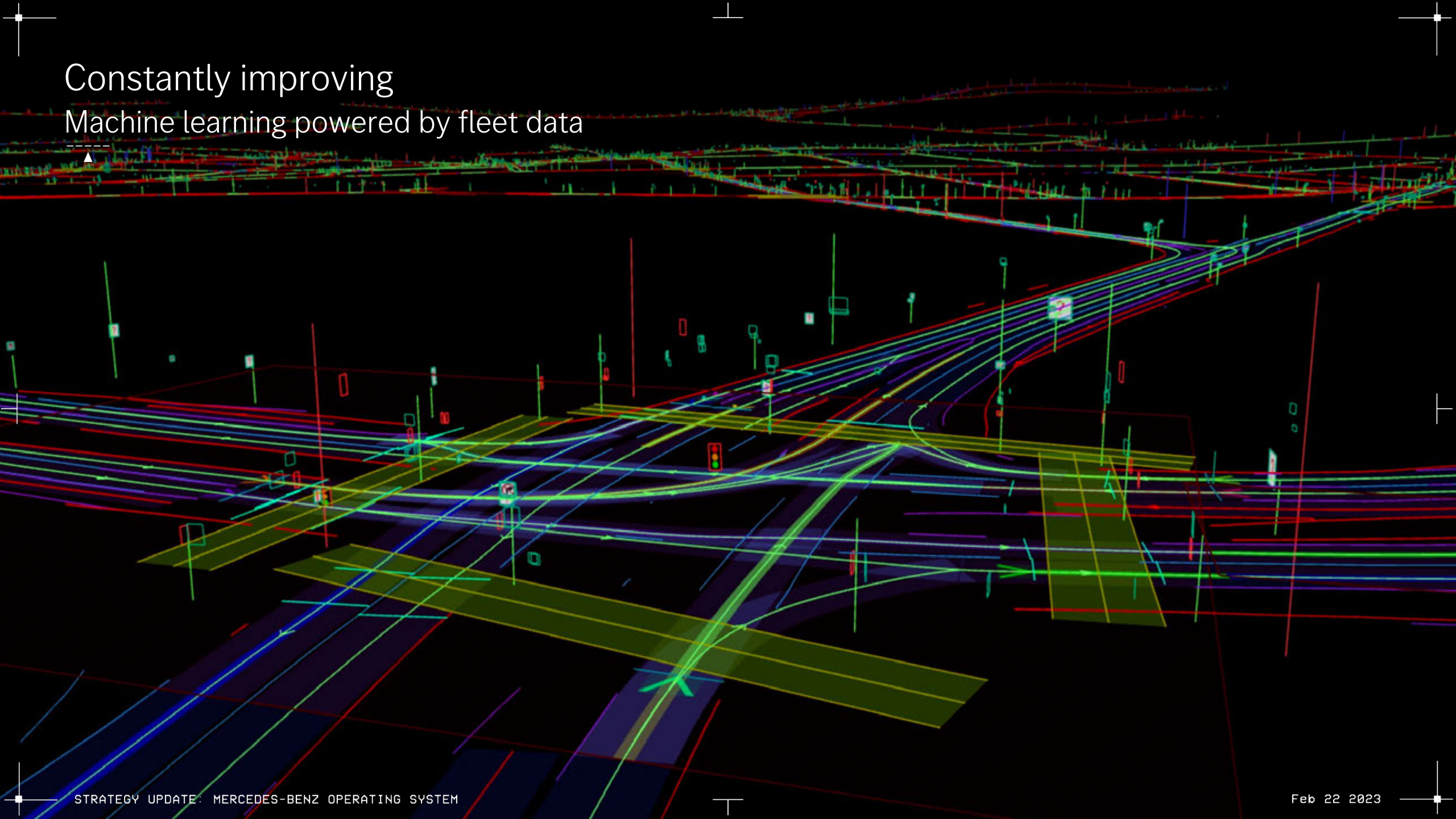
INTELLIGENT PARK PILOT available in Germany

Working towards higher speeds





Constantly improving Machine learning powered by fleet data



Advancing next-generation Level 2 automated driving

Leveraging machine learning

Best-in-class LiDAR

New dimension of processing power

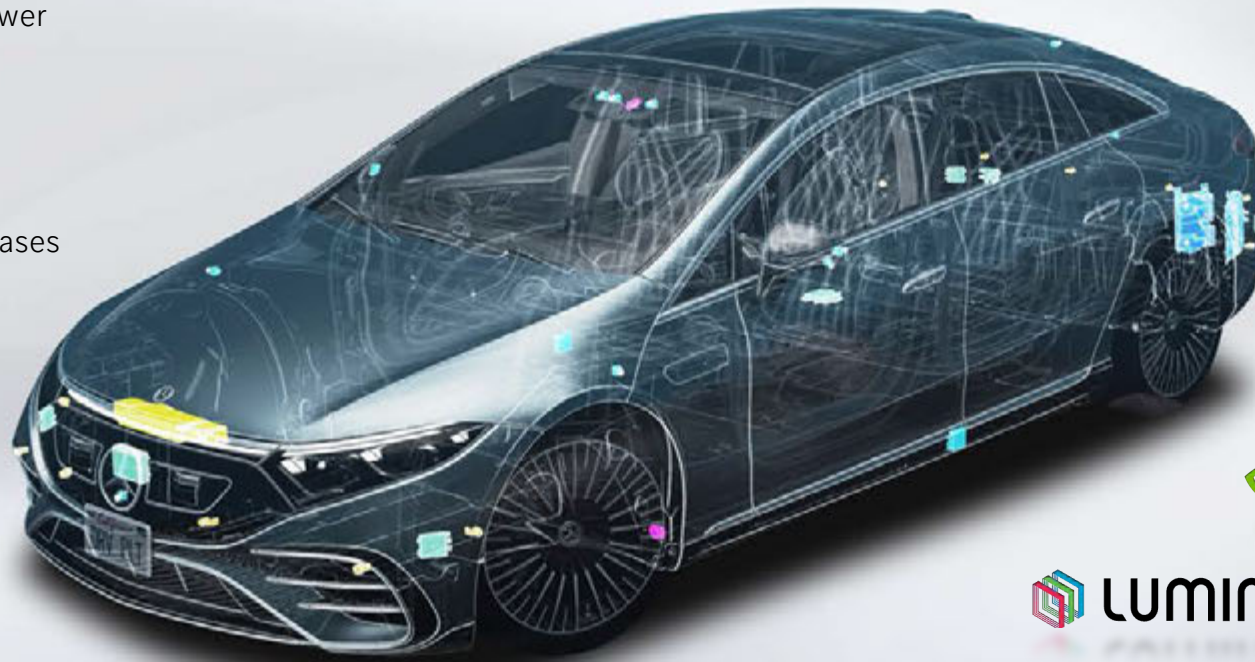
AI-powered and data-driven

System designed for urban use cases

Point-to-point assisted driving based on navigation

Substantially increased availability and ODD

Starting with MMA for entry segment



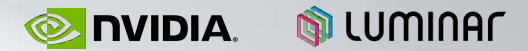
- Camera
- Radar
- Lidar

Accelerating next-generation Level 3 automated driving with 2x computing power Giving customers back even more time

UP TO 130 KM/H
in its final stage

Automatic Lane Change (ALC) and
highway-to-highway transfer

Worldwide rollout to
additional markets



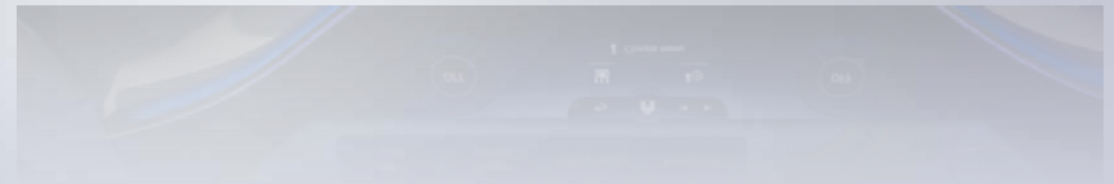




BODY & COMFORT
INFOTAINMENT
AUTOMATED DRIVING
DRIVING & CHARGING

First-class range management and route planning

Only possible with access to all vehicle data



We are the architects

Strong technical foundations and a compelling luxury living space

**PERSONALIZED
LUXURY
EXPERIENCE**

**BEST CONTENT
AND
NAVIGATION
VIA
PARTNERSHIPS**

**LEADERSHIP
IN
AUTOMATED
DRIVING**

**INTELLIGENT
AND SEAMLESS
DRIVING
AND
CHARGING**

**SERVICE-
ORIENTED
CHIP-TO-CLOUD
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**SCALABLE
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**PROPRIETARY
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The new E-Class interior

Introducing a whole new user experience



The new E-Class interior

Introducing a whole new user experience



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Disclaimer

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