ARCHITECTS OF DESIRE
Coding the future of Mercedes-Benz

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The following presentation contains forward-looking statements that reflect management’s current views with respect to future events. Such statements are subject to many risks and uncertainties. If the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. For further details, please refer to the disclaimer at the end of the presentation.
What is MB.OS?
A chip-to-cloud architecture that enables the decoupling of software and hardware
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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
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MB.OS hardware architecture is purpose-built
An integration platform for intelligent vehicle functions across all car lines
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MB.OS hardware base layer – semiconductors
Tailored strategy for each chip cluster
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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

Cloud infrastructure and platform as a service

- Microsoft Azure
- AWS
- Tencent Cloud
- Google Cloud

Cloud core platform

- Vehicle Connectivity
- Vehicle Management
- User & Consent Management
- Service Management

Cloud application platform

- Charging Stations Functions
- Live Traffic
- Vehicle Functions
- Car Sharing Functions

Customer applications and services

- Range Assistant
- Remote Control
- Navigation
- Digital Key
- Online Music
- ...
MB.OS is powered by data
For better product and customer engagement

DATA FROM 16 MILLION CARS BY 2025
CONTINUOUS 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

- Access via global R&D network
- Subsequent integration of hardware components
- Individual and holistic testing
- Delivery of prototypes for R&D
- Data exchange with global production network

STRATEGY UPDATE: MERCEDES-BENZ OPERATING SYSTEM
Feb 22 2023
MB.OS is designed and delivered in a global network of expertise

Focused on market proximity and cost control

- **SEATTLE**
  - Cloud, connectivity & OTA delivery

- **STUTTGART**
  - Architecture, integration, AI, automated driving, UI/UX, validation, base software, driving software

- **BERLIN**
  - Connected services, mobile app, audio, speech

- **KANAGAWA & SEOUL**
  - Local content integration & testing

- **TEL AVIV**
  - Cybersecurity

- **SUNNYVALE & CARLSBAD**
  - AD software, UX, AI, telematics and design

- **SOFIA**
  - Infotainment, test automation, base software development

- **BANGALORE**
  - Virtualization, simulation & data science, body & comfort features, AI, battery management & charging system, AD software, cloud

- **BEIJING & SHANGHAI**
  - AI, automated driving & infotainment
  - Local adaptation: content & testing
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

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

- Video
- Motion
- Light
- Climate control
- Fragrance

Energizing comfort to wearables
Digital Vehicle Key for smartphones
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

T MAP

A MAP
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
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
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
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
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 Architecture
- Scalable Decoupled Software and Hardware
- Proprietary Platform Built on Standards
- Designed for Safety and Privacy. Enabling Partners of Choice
The new E-Class interior
Introducing a whole new user experience
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Disclaimer

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