





*Design elevates Ghost's system beyond mere utility, crafting experiences that feel profoundly human. Every expression, movement, and interaction should convey authenticity, creating a seamless blend of emotional depth and technical precision.*











65 MPH

22 Mins

# Listening...



Hey Ghost,



# Appendix: <img alt="Green circular logo with white outline" data-bbox="

65 MPH

22 Mins

# Listening...



Hey Ghost,



65 MPH

22 Mins 

# Listening...



Hey Ghost,





## Advanced Voice Integration

Leveraging advanced speech and natural language processing, we were able to bring the ability to talk and reason with the vehicle as if you were having a conversation with it. Drivers should just chat with their cars: it opens up the experience to be more contextual.



The Ghost voice input was designed to not just take in commands, but help contextualize how it is interpreting what you are saying.

It knows where you are, whether you're at a gas station or on an unpaved road. The experience becomes so much smarter by eliminating all the buttons and menus. We took the opinion that the car should tell you why it's doing what it's doing in plain language.

# The End



## **Planning for flexibility**

This innovative approach to building a unified HMI represents a significant advancement at a speed ten times faster than the industry standard, as conventional automakers often lack the requisite understanding and inclination to adopt such an architectural framework.

As CEO John Hayes emphasized, “*they don’t even know what the world will look like in five years, yet they plan for it with little flexibility*”.



## **4 Patents**

*Anticipatory vehicle headlight actuation*

*Automatic ergonomic seat adjustment*

*Modifying display parameters using gaze*

*Automated occupant protection in stationary vehicles*

