

Appendix

Deep Dive Case Studies

- *Background & Introduction of Ghost*
- *GhostOS HMI*
- *GhostOS FlowDrive*

Background & Introduction

What was Ghost?

Beyond Autonomous Driving

- Our mission was to create an intelligent system that is able to make **logical decisions based on data in the context** of the environment, vehicle, and driver.
- Ghost was more than about driving as in getting from A to B without touching the steering wheel. It was an **end-to-end platform** from software, hardware, and data that transformed the car into an embodied AI
- It was a project to **reimagine Human-Machine-Interfaces** in vehicles that pushed the boundaries of the understanding of vehicle UIs
- The goal at Ghost was to create a **seamless partnership** between human and vehicle where control can shift naturally like a dance between driver and the system.

