Case Study

GhostOS HMI

Design the next evolution of vehicle UI

The Ghost Human Machine Interface (HMI) is the term we used for the user interface of the GhostOS spatial operating system. At the time of it's release it is the first vehicle UI to be completely rendered in a 3D environment. Highlighting Ghost's unique driver-car-environment understanding, the HMI shows information about the driver in the car in the context of the environment, with the ability to see in the past, present and future, giving the system a true 3D view into the world. It feels familiar yet profoundly new, promoting trust in the product.
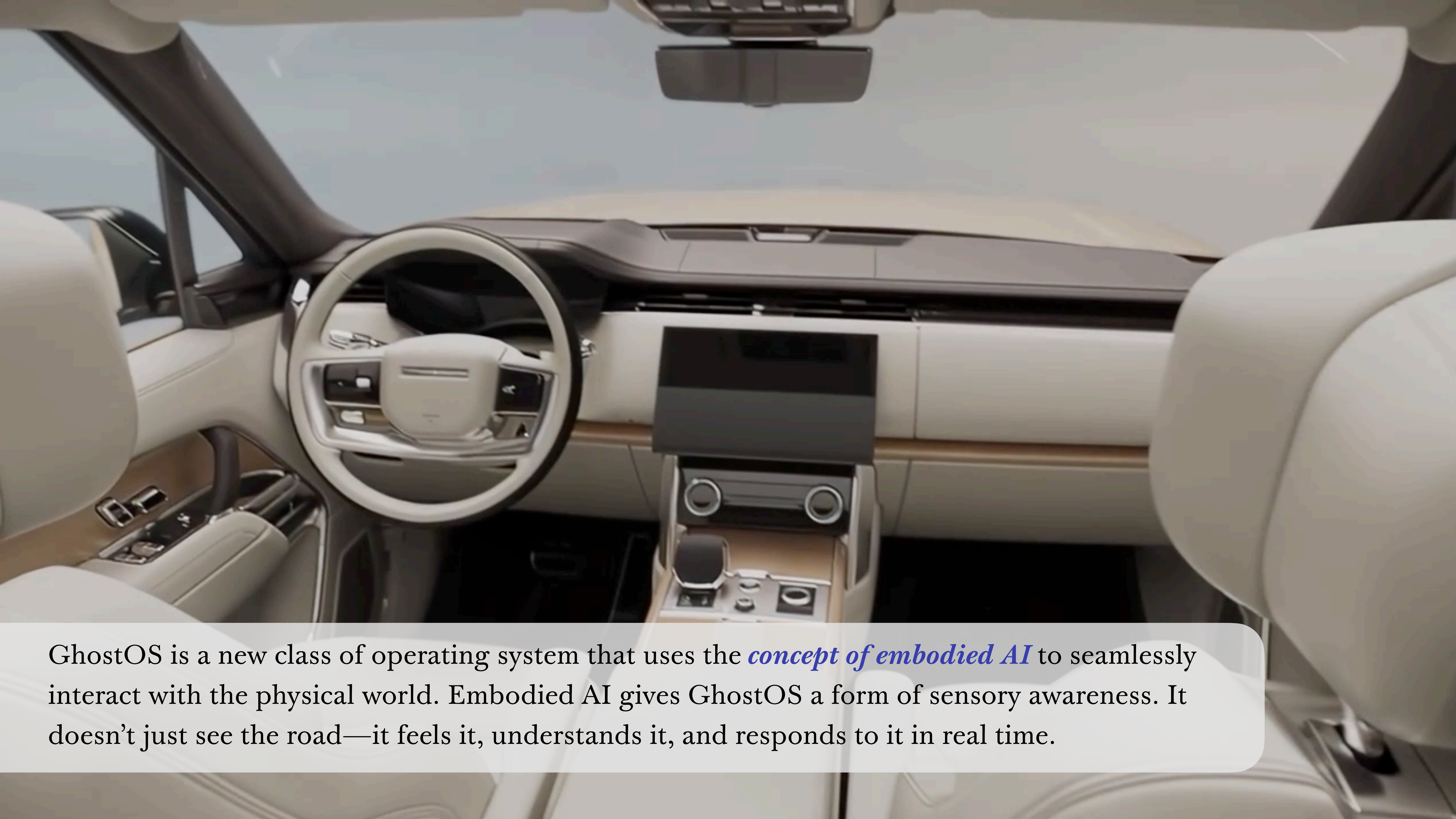
HOV — 61 MPH

54 MPH

50 MPH

HOV — 62 MPH

GhostOS is a new class of operating system that uses the *concept of embodied AI* to seamlessly interact with the physical world. Embodied AI gives GhostOS a form of sensory awareness. It doesn't just see the road—it feels it, understands it, and responds to it in real time.