BYOD – Bring Your Own Device

The BYOD Hack Challenge rallies developers, designers, and hardware tinkerers to prove the power of **byod.digital.auto** by wiring their own devices into three showcase apps: **Bring-your-Own Karaoke, In-Vehicle Gaming, and Personalized Passenger Welcome**. During the hackathon, teams plug smart mics, gamepads, and wearables into the open BYOD API stack, tuning sound, lights, seats, smart windows, and infotainment inside a **vintage car reborn as an SDV test vehicle**. With reference code, wiring kits, and middleware at hand, participants demo live to a jury of OEM and tech-platform experts. The goal: show that standardized BYOD interfaces can turn almost any consumer gadget into a safe, revenue-ready automotive feature—and spark the next wave of in-car delight, fast.V2R Loop