I'm not robot

reCAPTCHA

Continue

I'm not robot

reCAPTCHA
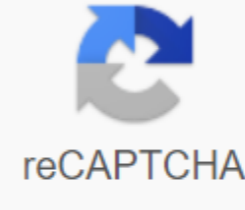
Continue

Icar awards 2018 pdf

Apple CEO Tim Cook (a.g. Tim Apple) told investors last week that Apple is rolling the dice on future products that will blow you up. Recently, the company has radically increased its research and development budget to more than $10 billion a year. I believe that one of these playful initiatives is the Titan project - a self-driving Apple car. I talk to a lot of informed readers, industry celebrities and news junkies, and everyone seems to have a different idea of what's going on with Titan. Is Apple building its own Tesla? Or is it just an improvement on your CarPlay dashboard system? Or something in between? This is an important issue because Apple's direction with Titan can have huge implications for businesses, transport, artificial intelligence and the consumer electronics market. Before we get to all this, let's dispel many misconceptions around the Apple Titan.1 project. Apple is killing its self-driving car programFalse. Yes, Apple said last month that it was injuring 190 Silicon Valley employees in its self-driving cars by April 16 - 38 engineering software managers, 33 equipment engineers, 31 product engineers and 22 software engineers. But Reuters reported that court documents show that about 5,000 Apple employees work at least part-time, with 1,200 full-time employees. Thus, Apple still has thousands of people working for Titan despite layoffs. Apple's self-driving technology lags far behind other companies. The conventional wisdom in the media is that Apple is far behind Waymo and other self-driving cars efforts. The evidence for this allegation comes from the public California DMV records. It is based on the number of disconnections reported for tests on public roads - the number of times a test or safety driver disables autonomous systems to take over and operate manually. Apple's 66 self-driving Lexus SUVs have many disconnections - a whopping 69,510 separations in 2018 while driving 79,745 miles offline. That comes to one separation for every 1.1 miles self-driving. That's much more than Google Waymo, which averages one disconnect for every 11,017 self-driving miles. Apple, in fact, is the second last in a list of 28 companies testing in public places. But it did better than Uber's average one-car separation for every 0.4 miles. In any case, we do not know (yet) how many separations were needed, and how many were elected. We know that Apple told the DMV in a letter that its approach to disengagement is and that it would begin to classify them in the future as important (i.e. saving lives or breaking the law) or not. We also know that Apple's disconnection rate is probably improving faster than any other company. Ultimately, the level level tells us very little about how advanced the technology self-driving Apple is. Apple has a secret former military base site outside Silicon Valley. A number of reports falsely claim that Apple is renting a decommissioned naval station to test Titan self-driving cars. What actually happened is that Apple engineers were once spotted at GoMentum Station, a former 2,100-acre naval base near Silicon Valley that was offered to self-driving car companies as a testing ground for payment, The Guardian reported in 2015. The former base has nearly 20 miles of old roads and streets, including a patch where fast driving can be checked. Many autonomous car projects have been tested there. Apple may have been tested there. But we don't know for sure. We know that Apple does not have exclusive use of the facility. Apple's self-driving car will be carFalse. When the public thinks of self-driving cars, it tends to think of Tesla or Lexus or Toyota, which has automated driving. But the future of self-driving cars is not like modern cars. Think of the future of a self-driving car as a concept sandwich - two slices of bread with meat in the middle. The bottom piece of bread is a moving part - a chassis with huge batteries and an electric motor for wheels. The top piece of bread is a self-driving part - sensors (cameras, lidar and others) plus connectivity and AI to safely transfer the vehicle around autonomously. And then the meat in the middle. What's going to happen for the meat? Fully automatic, ultra-safe self-driving cars of the future will have interiors that are likely to be more like playrooms, offices and even hotel rooms than cars. These will be cubes where people can actively ignore the fact that their bodies are transferred from one place to another. A German publication called Manager Magazin reported this month that Apple's self-driving car could be a van, not a car, according to multiple sources. The report also says that Apple engineers are working on the interior of the car. The van is the closest appearance today to the self-driving car of tomorrow. Apple is also working on Titan dog food in the form of self-driving Volkswagen vans that will shuttle employees between Apple's Silicon Valley campuses. The program is called Palo Alto to Infinite Loop, or PAIL.5. Apple is working on its Silicon Valley-based automotive project exclusively. The famous secretive Apple is known to be a secret location a few miles from its Apple Park headquarters, particularly in Santa Clara and Sunnyvale, where project Titan is currently operating. We also know that Sunnyvale was leased in 2014 and was upgraded by Apple with new laboratories and workshops. Apple has also installed high-tech security in space. But Apple's self-driving car office Apple occupies the floor of a building in the centre of Berlin. We wouldn't even know about this office if it weren't for some intrepid reporters. It's likely that Apple has other Titan offices that we don't know about in different cities.6 Apple will only make the software part of the self-driving carFalse. Cook told Bloomberg two years ago that when it comes to autonomous cars, we're focused on autonomous systems by which he means the top slice of bread in an autonomous car sandwich. But six months ago, Apple hired Doug Field as Apple's vice president of special projects. He is, by all accounts, the perfect man to lead Titan. Field graduated from the Massachusetts Institute of Technology with a degree in mechanical engineering. During his career he worked at Segway and, most recently, five years at Tesla. It is important to note that he always always always always always has the confidence of senior Apple executives because he worked for five years at Apple previously as vice president of software engineer for Mac.This hires also a Telegraph Apple name: the head of The Apple Titan is not a software engineer or AI scientific director, but a mechanical engineer is an engineer of the equipment. It is also worth noting that most of Apple's automotive patents - and it has many - are related to the physical design of the car. For example, Apple recently received a patent for a new-generation lighting system, in particular optical interior lighting, which is mixed with the interior of the car without the use of lamps or LEDs. Apple has patents on hatch designs, car seat systems, augmented reality windshields, air gesture control and more. Two recently published patents show Apple's inventions in the field of wireless systems to raise situational awareness and communication between cars for safety. Another patent essentially describes Face ID for cars. It is unlikely that Apple will aggressively pursue all these patents if it does not plan to develop physical equipment for the car. Apple will probably build its own cars. Apple is unlikely to build a Detroit-style - or Tesla-style, for that matter - factory and build its own cars. The actual car builder Apple will almost certainly end up with Austrian car contract manufacturer Magna Steyr, who built the new Mercedes G-Wagen, a super SUV that has been tested as one of the safest cars ever built. Bloomberg reported a few years ago that then, about a dozen Magna Steyr engineers worked full time at Apple's secret Sunnyvale facility for Titan.If Apple makes cars like iPhones, it will use the manufacturer's contract to create Apple's car design 8. We know that Apple will not operate a ride-sharing service. In the same Bloomberg interview where Cook said the company is focused on self-managed AI as the mother of all AI projects, he also of what Apple's self-driving car efforts focus on are three areas: self-driving cars, electric vehicles and ride-sharing. In other words, Apple is working on: 1) autonomous vehicle hardware/software; 2) Apple cars; and 3) a ride-sharing

service similar to Uber. What we know about Apple is that the company likes to provide and profit from all aspects of the platform. If you look at the iPhone, Apple provides and profits from hardware, OS, basic applications, cloud storage service and more. It takes a huge percentage of all revenue for third-party apps and many accessories. She owns and operates retail stores. Apple will have cars. It will have Apple Maps. And Apple already has your credit card details. Most importantly, a ride-sharing service similar to Apple's Uber makes sense as a replacement for Apple Stores, designed by Apple, where casual passengers can experience Apple's technology, content and services in luxury.9 Apple sees cars as primarily about transportationFalse. Apple Senior Vice President Jeff Williams said at the Code Conference that the car is the ultimate mobile device. And we know from published patents that Apple is working hard polishing self-driving cars users. This patent I described as Face ID for cars indicates that identity of individuals can not only unlock the car, but also customize music and other content settings for individual users. Another Apple patent recently published includes using the car itself as a wireless Apple Pay - the idea being that you roll up a Starbucks drive-through, and your latte is paid as easy-pass pays for toll roads. Ultimately, Apple probably sees cars as mobile devices that will be one of the many technologies that will replace smartphones (others include smart glasses, smart speakers and smart displays, and smart offices).10 Cars completely go beyond the narrow AppleFalse product. Apple optimizes its products to consume content or produce content. Its iPod, iPhone, iPad, Apple TV and other products are optimized to capture the content consumption experience, in Apple's presentation. In the future, people are likely to spend up to a third of their waking hours in autonomous vehicles. They won't be driving. How will they spend time? Obviously, self-driving cars will be dedicated to content consumption experiences. And that's what Apple does. It creates the best hardware, software and services it can to optimize content consumption (and communication). And, years later, that means he'll have to drive self-driving cars. to cede the experience of content consumption to other companies. That's what I think it's driving on. By © 2019 IDG Communications, Inc. Inc. icare awards 2018. icare case awards 2018. icar awards 2018 results. icare case awards finalists 2018. icar awards 2018 pdf