



Mercedes-Benz

Press Information

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Mercedes-Benz presents the MBUX Hyperscreen at CES

New MBUX generation with intelligent new features such as “Mercedes Travel Knowledge”

Stuttgart. A few days after its digital world premiere, the new MBUX Hyperscreen from Mercedes-Benz celebrated its trade-show debut today at the first all-digital Consumer Electronics Show (CES). With a width of 141 centimetres, the unique screen unit consisting of three apparently seamlessly merged displays is not only the largest human-machine interface built by Mercedes-Benz to date, but also by far the most intelligent – aesthetically impressive, radically easy to operate and downright eager to learn. Thanks to artificial intelligence, the display and operating system adapt completely to the user and make personalised suggestions for numerous infotainment, comfort and vehicle functions depending on the situation. The MBUX Hyperscreen will be launched in the fully electric EQS luxury saloon.

“The new MBUX Hyperscreen combines unique electrical aesthetics with outstanding user-friendliness. A decisive strength is the clever networking of all systems based on intelligent, adaptive software. This makes the Hyperscreen the brain of the car; it’s connected to and communicates with all components of the vehicle,” said Sajjad Khan, Member of the Board of Management of Mercedes-Benz AG and CTO.

Exclusively at CES, Mercedes-Benz is presenting a new MBUX feature for the first time: “Mercedes Travel Knowledge”. This intelligent function evaluates map data and, moreover, its surroundings and provides a lot of information about interesting landmarks along the route, from individual buildings or points of interest to entire cities. The driver or passenger can simply ask a question as they drive past – for example, “Hey Mercedes, what can you tell me about this building?” or “Hey Mercedes, what is the name of the restaurant on the left?” – and the information appears on the respective display as well as spoken by the voice assistant. Thanks to the flexible update concept from MBUX via the cloud, this feature will also be immediately available in the new S-Class in addition to the EQS.

To get to the most important applications on the MBUX Hyperscreen, the user does not have to scroll through submenus or enter voice commands. This is why Mercedes-Benz calls the system a “zero layer”. The most important applications, such as navigation or telephone, are always offered situationally and contextually on the top level in the field of vision. More than 20 other functions – from the active massage programme to

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suggestions for the to-do list – are automatically displayed with the help of artificial intelligence if they are relevant for the customer.

“When developing the MBUX Hyperscreen, the focus was clearly on the customer,” said Sajjad Khan. “The goal was a concept without distracting the driver or complicated operation, but one that is capable of learning thanks to artificial intelligence. The result speaks for itself: the MBUX Hyperscreen understands the customer better and better and thus delivers a customised, personalised infotainment and operating offer before the user has to click on anything. This is customer orientation and digital thinking in 2021.”

For haptic feedback during operation, a total of twelve actuators are located under the touchscreen surfaces. If a finger touches certain areas there, they trigger a noticeable vibration of the cover plate. Eight CPU cores, 24 gigabytes of RAM and 46.4 gigabytes per second RAM memory bandwidth are among the technical highlights.

The Mercedes-Benz press conference at the digital 2021 CES is available as here as an on-demand video: <https://media.mercedes-benz.com/article/a19633a2-d239-4ed3-8788-29af33902e06>

A recording of the digital MBUX Hyperscreen world premiere with many other innovative highlights is available as an on-demand video at <https://media.mercedes-benz.com/MBUXhyperscreen>.

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Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans with over 173,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and services. Furthermore, the company aspires to be leading in the fields of connectivity, automated driving and alternative drives with its forward-looking innovations. The product portfolio comprises the Mercedes-Benz brand with the sub-brands Mercedes-AMG, Mercedes-Maybach and Mercedes me - as well as the smart brand, and the EQ product and technology brand for electric mobility. Mercedes-Benz AG is one of the largest manufacturers of premium passenger cars. In 2019 it sold nearly 2.4 million cars and more than 438,000 vans. In its two business divisions, Mercedes-Benz AG is continually expanding its worldwide production network with over 40 production sites on four continents, while aligning itself to meet the requirements of electric mobility. At the same time, the company is developing its global battery production network on three continents. Sustainable actions play a decisive role in both business divisions. To the company, sustainability means creating value for all stakeholders on a lasting basis: customers, employees, investors, business partners and the society as a whole. The basis for this is the sustainable business strategy of Daimler in which the company takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.