

# Computer-implemented method and system for content recommendation to a user on board a vehicle

UX/HMI



| SOFTWARE



Navigation

Historical Data

Infotainment

Multimedia

Artificial Intelligence

Content Recommendation

Human Machine Interface

## Innovations/advantages

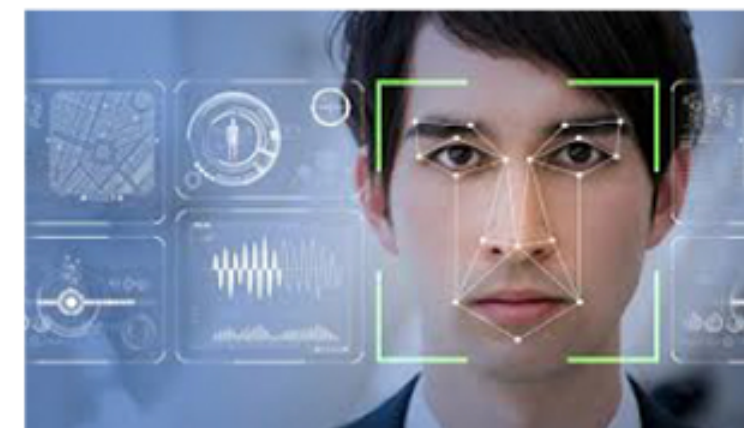
Identification of vehicle occupants (facial recognition) and age classification of vehicle occupants; Suggestions for on-board actions (vehicle conditions, driving conditions); Multimedia (music and video) and customized navigation recommendations.

## Application field

Vehicles engineering

## Product insight

Today more than ever, artificial intelligence is growing rapidly in every technology sector and supports numerous applications. This invention clearly represents the potential offered by the application of AI in the automotive industry, and the mobility sector in general, with customized on-board recommendations through a machine learning model. Users are recognized through biometric systems (facial or touch), and over time, each user's preferences are analyzed and processed to understand their mood and react accordingly.



## Patent Information

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