



HANNOVER MESSE 2017: DEMO CAR SEAT

VIDEO TRANSCRIPT

Eric Schaeffer
Senior Managing Director,
Products Industry X.0
Global Lead

Direct live from Hannover Messe [2017], with the Accenture Labs teams from San Jose. This is a research project around connected products, and we've taken a seat – a seat which is live, living services. We're leveraging new technologies such as augmented and virtual reality to accelerate the prototyping which we've crowdsourced from the outside. This product knows who you are. It adapts to your behavior, to your driving style. This makes for more secure driving. This is the product of tomorrow. We, with Accenture Technology Labs, are reinventing the future.

Copyright © 2018 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.