

November 2019

Charlotte Lindegaard Petersen, Transformation Lab, itelligence

The first Digital Human in Danish Retail





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Let's take a journey...





Fast Track
Business and
Cardholders only

Danmarks
mest solgte
Plug-in Hybrid
i 2019*



49,000 kr
71,400 kr



OP THE
hybrid

Fast Track
Business and
Cardholders only

Fast Track
Business and
Cardholders only

Departures
Security Info

Sikkerhedskontrol
Security Check

Abflug
Afgang
Departure

Partenza Salida
Afgang Departure
Vertrek Afgang
Partenza Salida



Fast Track
Business and
Cardholders only

Fast Track
Business and
Cardholders only

Fast Track
Business and
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Danmarks
mest solgte
Plug-in Hybrid
i 2019*




Show me the vision.

The KIA e-Niro Vision is the simplest version of the cars, but it still has everything you need. It has for example a lane follow assistant, cruise control and an electronic parking brake. I can elaborate some of these features for you if you want.

These are the features I can elaborate for you:

- Back to More about a specific type
- Lane follow assistant
- Cruise control
- Electronic parking brake

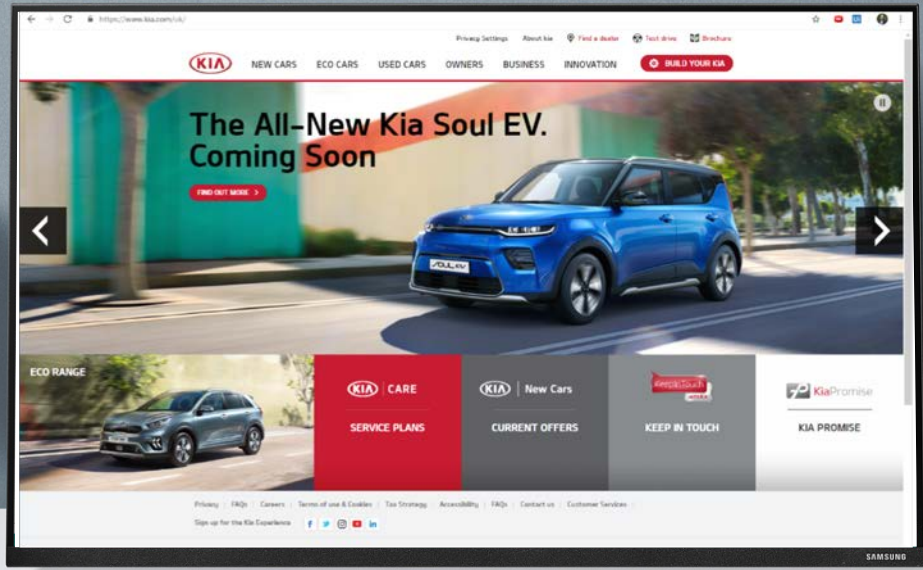
Intelligence

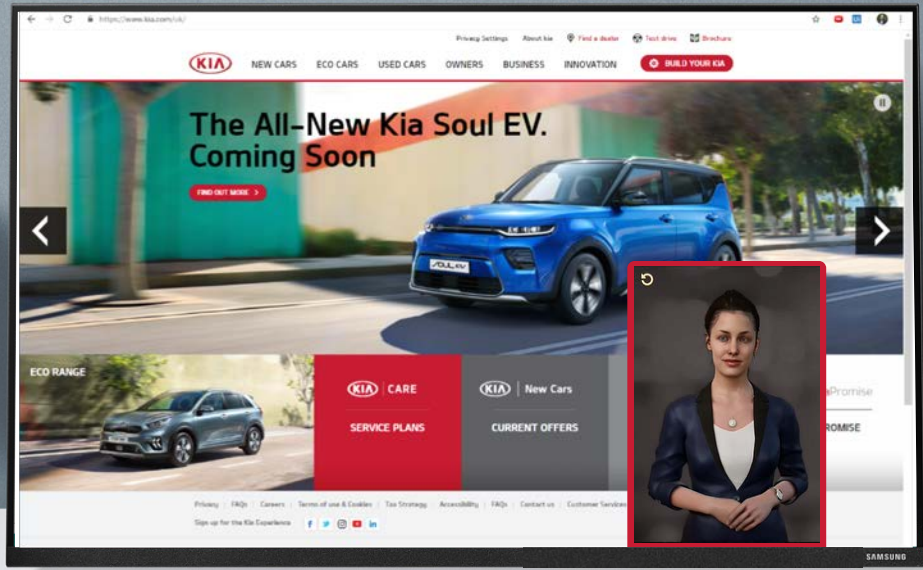


niro
plug-in hybrid

KIA

hybrid







KIA



Cruise control

Smart Cruise Control uses the car's radar to regulate both the speed and the distance to the car in front. If the vehicle ahead speeds up, your Kia e-Niro accelerates to the set speed. If it slows down, your car slows down as well, maintaining the safety distance. You can see how it works in the video below. Just press play.

Play or pause the video by clicking the play/pause button.

[Back to Comfort features](#)

A video player interface showing a close-up of a car's dashboard. The central display shows a graphic of a car with a radar sensor extending forward, representing the Smart Cruise Control system. The interface includes a play/pause button and a progress bar.

Intelligence



Bluetooth

RADIO

MEDIA

SEEK

TRACK

MAP

NAV

SETUP

11:08 AM

0.4 mi

4.6 mi

A4155, Mill End

Auto

ehill

300

60

11:25 AM

9.8 mi

17 min

x1000rpm

4 5 6 7 8

90 130

PASSENGER
AIR BAG



ENGINE
START
STOP

77

A/C

Bluetooth

RADIO

MEDIA

SEEK

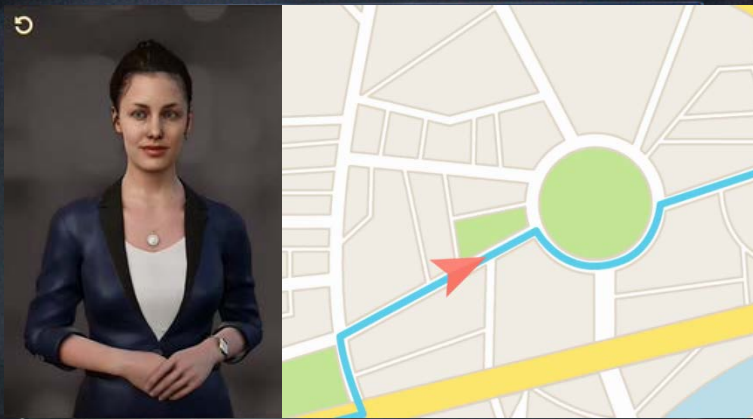
TRACK

MAP

NAV

☆

SETUP



MAP

4 5 6 7 8

x1000rpm

90 130

°C



PASSENGER
AIR BAG



ENGINE
START
STOP

77

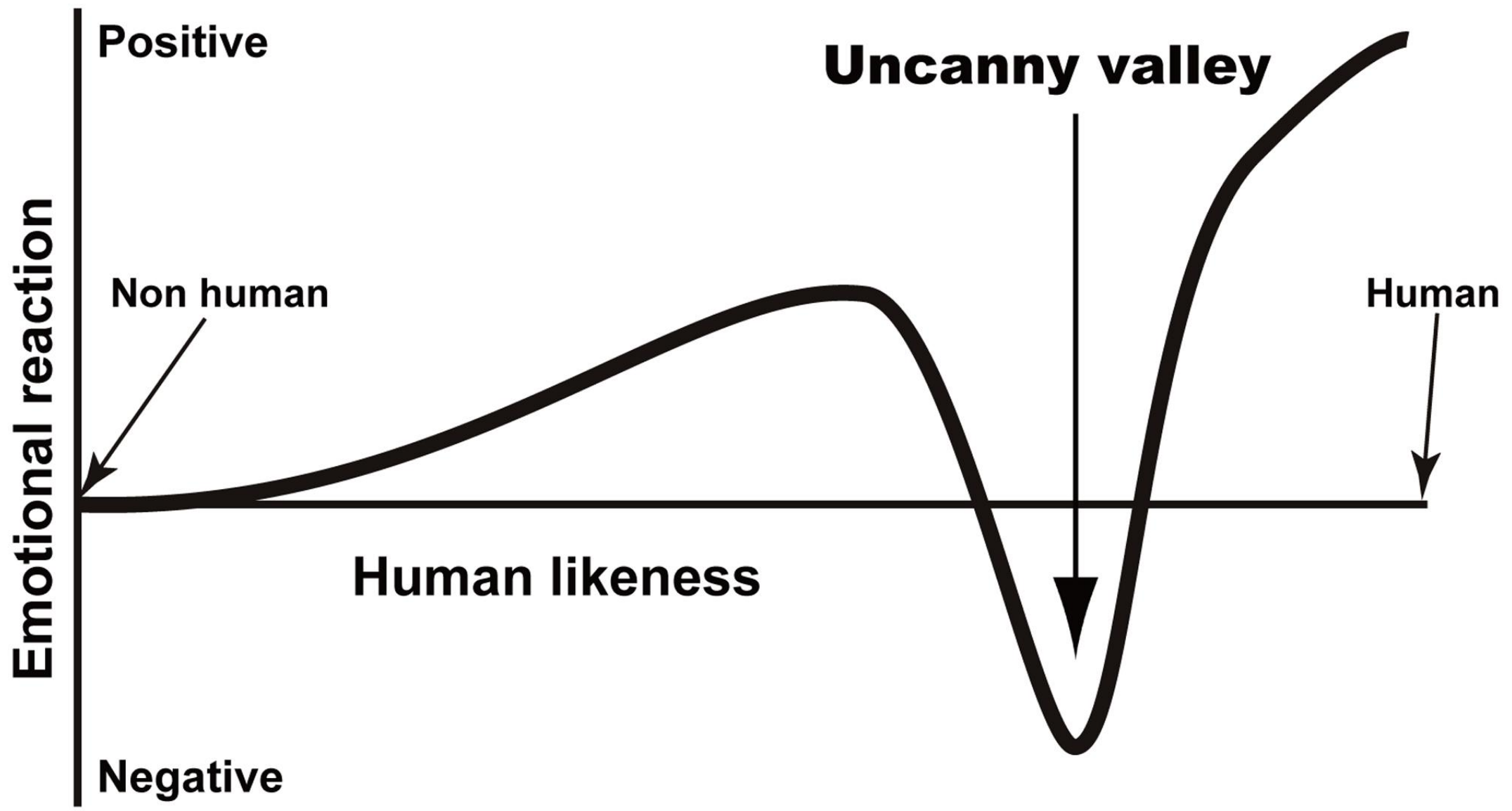
A/C



The background features two stylized human heads in profile, facing each other. They are composed of a grid of small dots in shades of red, orange, and yellow, with a blue glow. The heads are set against a dark blue background with a network of glowing blue lines and hexagonal shapes, suggesting a digital or neural network. The overall aesthetic is futuristic and high-tech.

DIGITAL HUMANS

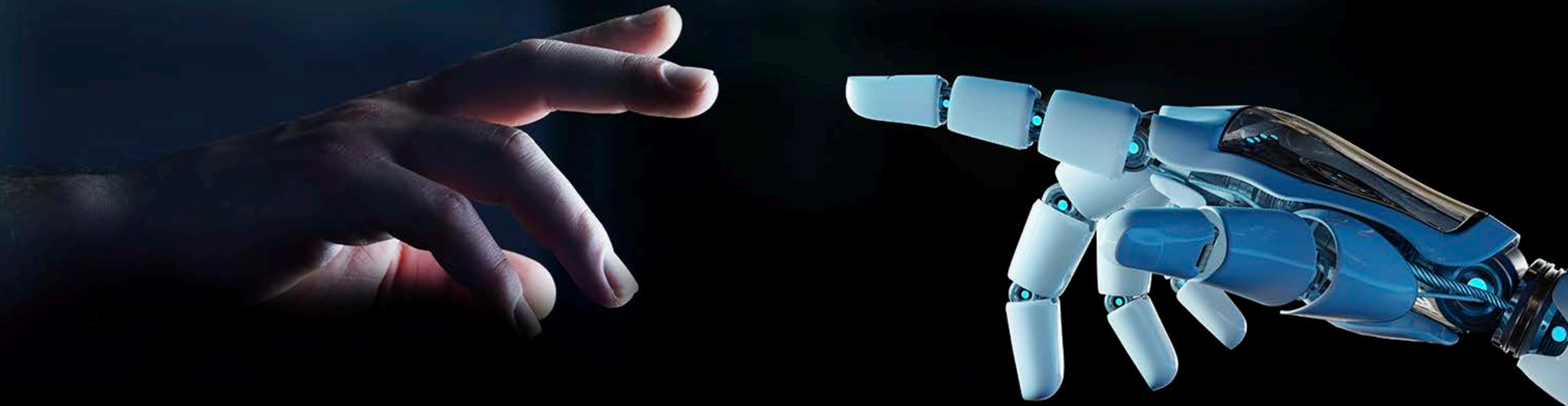
**THE FUTURE OF
CUSTOMER EXPERIENCE**





“..the most effective way to maximize customer value is to connect with customers at an emotional level.”

- *Harvard Business Review*



Meet Mia...

one of the worlds first **Digital Humans**
created for Kia Motors



Touch for assistance

Touch for assistance



A story from our Transformation Lab

NTT DATA Business Solutions
itelligence



A story from our Transformation Lab

NTT DATA Business Solutions
itelligence

Usecases are broad and wide



Common for all:
Presenting information to sell products and services

The technology behind



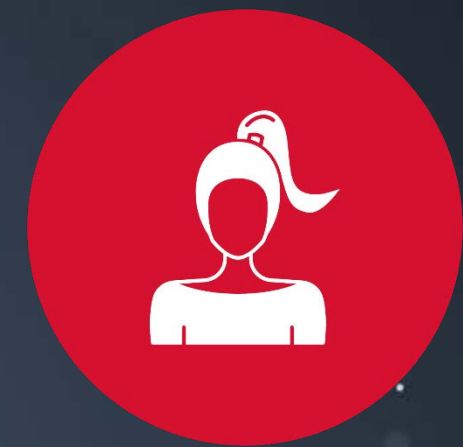
Speech to text



Conversational AI



Text to speech



Digital human



The technology behind



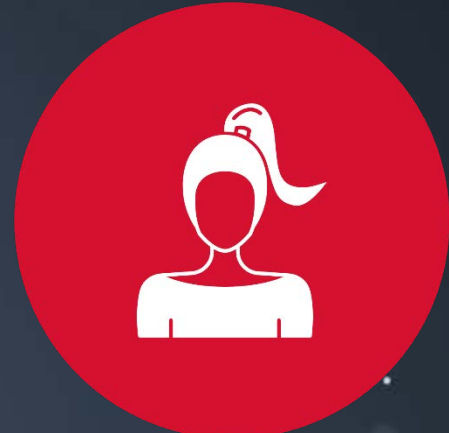
Speech to text



Conversational AI



Text to speech



Digital human



The technology behind



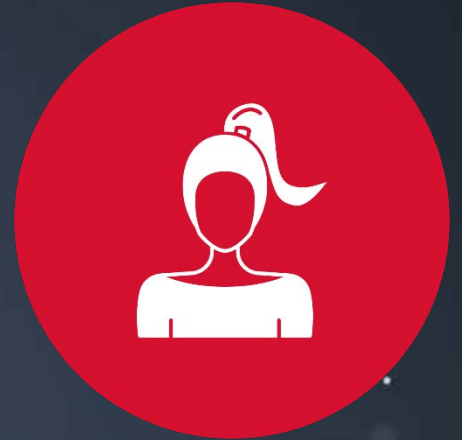
Speech to text



Conversational AI



Text to speech



Digital human



The technology behind



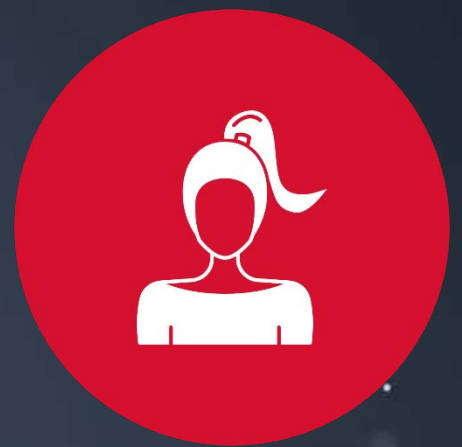
Speech to text



Conversational AI



Text to speech



Digital human



The technology behind



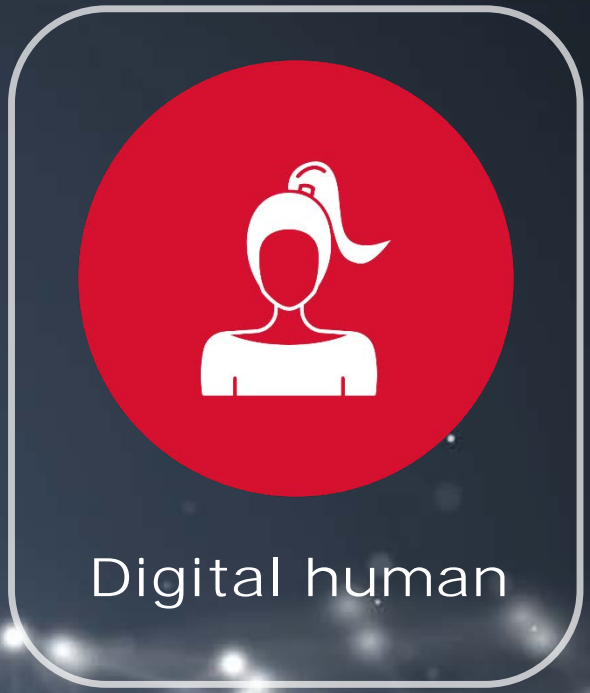
Speech to text



Conversational AI



Text to speech



Digital human



The technology behind



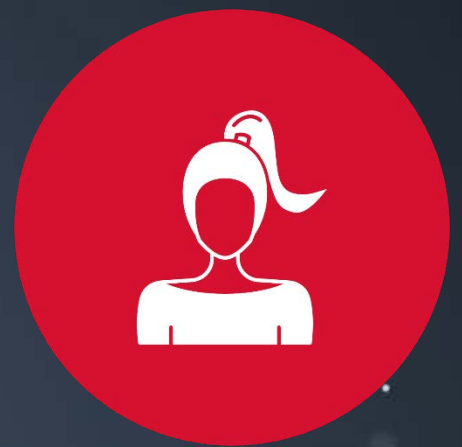
Speech to text



Conversational AI



Text to speech



Digital human



Knowledge base



Look AI in the eye

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