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Data-driven development: Why Porsche engineers turn to Big Data

In the future, cars will evolve into sophisticated computers on wheels—and they will think ahead. Fed with data from radar and laser sensors, cameras and the cloud, they will evaluate road traffic in real time and detect hazards such as black ice and traffic jams.



Torben Gräber and Uwe Reuter during their interview

Uwe: Do we have to develop our own software for this?

Torben: There are some very good tools that are suitable for vehicle development. Many OEMs and system providers among Tier-1

suppliers are developing in this direction. It's crucial that the developers are able to generate their own application scenarios based on the real traffic data for the functions they have developed. The measurement results of all vehicles that have passed through these traffic situations must be available at the touch of a button or swipe of a screen.

Uwe: I see it this way: There will be an evolution of tools — similar to the transition from high-level language-based programming to object-oriented programming in the 90s. In the near future, it will no longer be necessary to program every line of code in Python or so. Today, it's important to find the right IT partners. Our cooperation with universities, service providers and Digital Labs in the Volkswagen Group put us in a good position to meet this challenge.

Is Silicon Valley one step ahead?

Info

Uwe Reuter is Director Resources and Innovation Chassis at Porsche AG.

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