



Elektrobit: Enhancing Android-based infotainment systems with Gemini



Why Google Cloud

The complexity of customizing user interfaces while meeting automotive requirements presents challenges in user interactions and carmaker's design processes alike. To address this, [Gemini](#) on Google Cloud and a suite of related solutions enable an intuitive, lifelike interaction with the system. Combined with [Elektrobit's](#) expertise with [Android Automotive OS](#), this synergy delivers immersive and seamless user experiences.

Solution

Integrating Gemini and [Conversational AI](#) tools into their [next-gen cockpit demonstrator](#), Elektrobit can boost user experience in modern, in-vehicle infotainment systems (IVI). The AI's natural language understanding, processing and generation capabilities, as well as the Imagen text-to-image model, enable vivid applications for customizing the user interface. All functions also run on Elektrobit's virtual Android infotainment platform in Google Cloud.

About Elektrobit

Elektrobit is an award-winning and visionary global vendor of embedded and connected software products and services for the automotive industry.

Industry: Automotive

Location: Germany

Impact

- Simplify cockpit screen personalization with **intuitive and natural conversations**
- Achieve a new level of **customization possibilities**
- **Improved development cycles** with a virtual software workbench in the cloud

“ Google presents an important building block of Elektrobit's ecosystem to bring next-generation user experiences to drivers and passengers. Providing a powerful backbone to our virtual SDV workbench, [Google Cloud supports our efficient, state-of-the-art software engineering for our customers.](#)”

Dr. Sigfried Dirr, Vice President, Global Head of Projects, Elektrobit Automotive GmbH