Audi Q6 Sportback e-tron – Operation, infotainment Augmented Reality Head-up-Display

The digital stage: the new display and operating concept

Like their SUV sister model, the Q6 Sportback e-tron*, the A6 e-tron, A5, and the Q5 series models include a new display and operating concept. Above the soft wrap, the digital stage with the Audi MMI panoramic display and the MMI passenger display dominates the interior. The slim, free-standing Audi MMI panoramic display features a curved design and OLED technology. It comprises an 11.9" Audi virtual cockpit and a 14.5" MMI touch display. The digital stage is complemented by an optional 10.9" MMI passenger display with active privacy mode.

The optional augmented reality head-up display (AR HuD) signifies a major advancement in display technology at Audi. This innovative display projects a large, tilted image plane onto the windshield, providing the driver with essential information such as speed, traffic signs, assistance, and navigation icons. The forward tilt of the image plane enhances the AR experience by aligning with the natural focus of the human eye. This tilt, combined with the large virtual image distance, creates the impression that the displayed items float up to 200 meters away and interact directly with the environment. From the driver's perspective, the field of view for AR content spans a diagonal of approximately 88 inches.

In addition, Audi has significantly expanded its voice control options. The driver can control many vehicle functions using Audi's self-learning voice assistant, the Audi assistant. The AI-supported digital assistant is deeply integrated into the vehicle and represented by an avatar. The new voice assistant recognizes over 800 voice commands. Having been expanded with the chatbot ChatGPT, the Audi assistant automatically recognizes whether to execute a vehicle function, search for a destination, or, for example, provide a weather forecast. The Audi system only forwards queries to ChatGPT when it cannot answer general knowledge questions. Passengers enjoy a seamless experience, as all the functions are integrated into the Audi assistant. Moreover, ChatGPT never has access to vehicle data. All questions and answers are deleted in the interest of data protection.