

Bamboo Apps Partners with Rinspeed to Deliver a New Concept Vehicle at CES 2019

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Bamboo Apps, a trusted software supplier and an inspiration partner for the world-leading automotive and mobility companies, today announced the partnership with Rinspeed, a Swiss car design powerhouse, for the realization of the **microSNAP** project. **microSNAP** is an autonomous concept vehicle created for all types of last-mile transportation tasks and smart express delivery. It will be unveiled at the CES 2019 Show in Las Vegas.

Moving fast in the automotive space, Bamboo Apps takes a step into the world of autonomous mobility. For a new concept vehicle, Bamboo Apps is providing a suite of apps enhancing onboard connectivity and the futuristic UI/UX design for Human-Machine Interfaces (HMIs) shaped by advanced ADAS features.

In collaboration with Rinspeed, Bamboo Apps is working on the development and implementation of connected car apps tailored to the needs of changing passengers in a fully autonomous vehicle. **microSNAP** will feature a number of Bamboo Apps' services allowing to access the vehicle securely, control the main vehicle's functions such as air conditioning, seat adjustment, interior lighting, etc, read CAN signals.

Addressing the HMI design trends shaped by ever-increasing automation of the driving experience, Bamboo Apps is going to present its vision of **microSNAP**'s interior. The futuristic interior of **microSNAP** is developed as a complete in-vehicle system that combines the functions of infotainment, an instrument cluster, and a passenger display. Designing the system, Bamboo Apps creates a new - autonomous - in-car experience, which focus is shifting from traditional vehicle controls to delivering a wealth of information and entertainment.

"As the driving situation is moving towards more automation, the way people think about and use cars change dramatically. The coming era of the Level 5 Automation poses new demands on the HMIs as well as on the collaboration between the human and machine," said Igor Ponikarchik, CEO, Bamboo Apps. "As a trusted software supplier and partner, Bamboo Apps is enabling more personalized, connected and autonomous in-car experiences, all of which are captured in the new Rinspeed's **microSNAP**."

Together with Rinspeed and other project partners, Bamboo Apps will reveal and present **microSNAP** at Harman booth at CES 2019 in Las Vegas. For more information, please [visit the company website](#).

About Bamboo Apps

Bamboo Apps is a trusted software supplier and an inspiration partner for the world-leading automotive and mobility companies. Delivering connected car solutions, HMI & infotainment

services, and UX/UI design, Bamboo Apps helps OEMs to create superior in-car user experiences with the enhanced onboard connectivity.

The company is proud to take part in the complete transformation of the industry by challenging conventional thinking and supporting automotive and mobility companies with the right resources.