

Customer experience within mobility

#Inside the aircraft #Inside the car #Vital/emotion analysis #Wearable
#New way of spending proposal #Space creation (light/sound/smell,
etc.)



**Panasonic
Accelerator**

by Electric Works Company

Business Overview

We are considering the use of LED lighting technology cultivated by the Panasonic Group to make mobility (airplanes and cars) more comfortable. We are considering the use of LED lighting technology cultivated by the Panasonic Group to make travel in mobility (aircraft/cars) more comfortable.

Target Markets

Mobility
(1)Aircraft
(2)In-vehicle

Issue

Currently, the realization of lighting that stimulates the senses through the dynamic production of light (color and brightness) over time is not yet possible. Although we have been able to see the effect of the lighting in subjective evaluation, we have yet to find the effect objectively.

We will continue to develop a new way to provide a comfortable space in mobility by detecting the state of the vehicle, directing the light, and quantifying the effect.
We aim to "provide a comfortable space with a new way of spending time" in mobility.

Assets

(1) Lighting equipment (2) Lighting design (3) Lighting direction
(4) Lighting design (5)Environments that mimic mobility
(in-airplane / in-vehicle) (6)Mobility business results

Partner Requirements

Solutions for visualizing customer conditions
Optimization of devices for emotion sensing and aircraft/vehicle applications
Work with the Panasonic Group to provide a new way of spending time in the mobility space!

