



MORPHIS

AI-assisted car living

Key points:

AI-ASSITANT

DIGITAL-LIFE
IN YOUR CAR

LEARNS
AS YOU GO

MORPHING DATA
INTO CONTEXT

Driving MORPHIS - The AI Assistant for Life On and Off the Road

MORPHIS is an adaptive AI assistant that bridges the gap between your digital lifestyle and your mobility experience. Whether at home, in the office, or behind the wheel, MORPHIS intelligently supports you by automating routine tasks and enhancing your comfort and productivity throughout the day.

In the home or office environment, MORPHIS handles everyday tasks such as managing your calendar, controlling smart home devices like lights and air conditioning, and reminding you of important events. **But where MORPHIS truly shines is inside your vehicle.**

Integrated into vehicles with advanced driver assistance systems, such as Mercedes-Benz Level 3 autonomous models, MORPHIS transforms your car into a smart, responsive space. It connects directly to your calendar and environment sensors to anticipate your needs. For example, as an important meeting approaches, MORPHIS can notify you and, upon your confirmation, automatically activate Adaptive Cruise Control, adjust your seating for maximum comfort, and close the rear blinds—creating a focused, relaxed environment.

The assistant goes beyond simple commands. Using in-cabin cameras and sensors, it detects behavioral cues, like signs of fatigue, and gently prompts you to take a break. If accepted, MORPHIS initiates a preset relaxation mode, including reclined seating, dimmed cabin light via blinds, cooler cabin temperature, and safe autonomous driving.

Over time, MORPHIS learns your routines, preferences, and priorities. It differentiates between high-priority and low-priority interruptions. For example, during a meeting, it may override do-not-disturb mode only for key contacts, such as your boss, while automatically declining unknown calls with a polite message.

With intelligent behavior and adaptive responses, MORPHIS is not just an assistant, it's your personalized companion for a more intuitive, efficient, and comfortable daily journey.

your intelligent co-pilot - in everyday life and behind the wheel

Vehicle - Occupants

- State
- Tasks



Car

- State
- Route Plan



External Inputs



Rule book

- Active Rules
- Potential Rules



KEY ADVANTAGES

Context-aware automation across home, office, and vehicle

Real-time comfort and driving control based on user state and schedule

Learns and adapts to user preferences for increasingly personalized support

Smart prioritization of alerts and actions to reduce cognitive load

CONTACT PERSONS

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