



@playrough



**Kodak**

# Goodbye Old Friend

**GC**  
24 EXP.

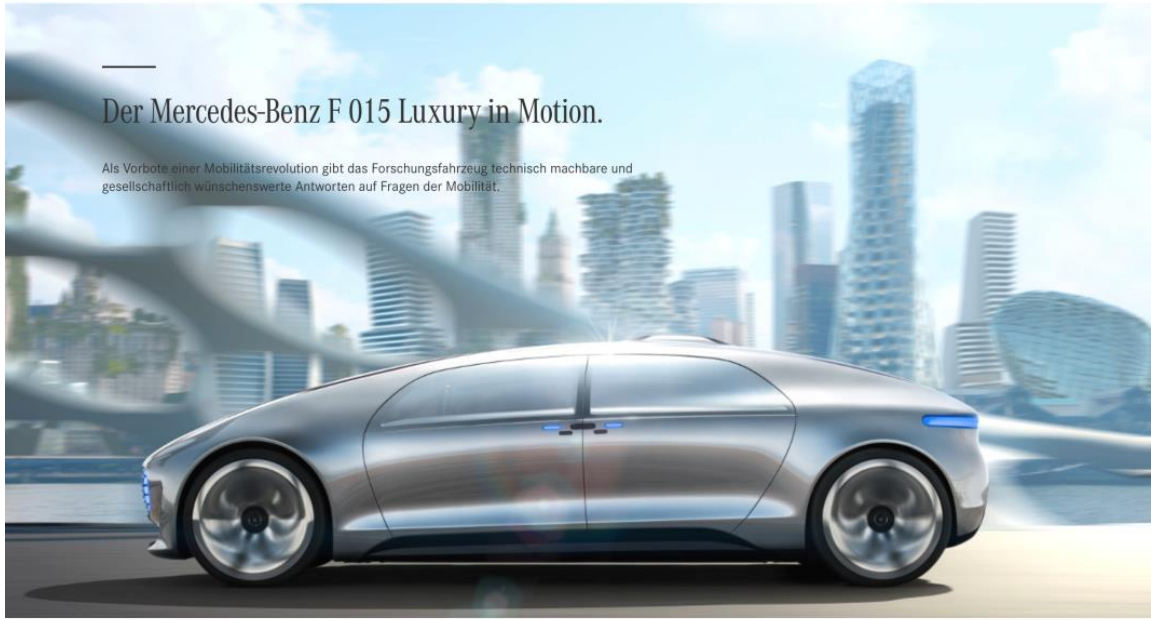
GOLD 24 • 400/27°  
PROCESS C-41

6

And thanks for the fading memories

An advertisement for Kodak film. The background is a solid yellow color. In the top left corner is the Kodak logo. The main text "Goodbye Old Friend" is in large, bold, black letters. Below the text is a roll of Kodak Gold 24 film, shown in a perspective view. The film is yellow and has black markings. The text "GC 24 EXP." is printed vertically on the film. Below the film, the text "And thanks for the fading memories" is written in a smaller, black font.

**HOW THE INDUSTRY IS ENVISIONING  
THEIR FUTURE**



## Der Mercedes-Benz F 015 Luxury in Motion.

Als Vorbote einer Mobilitätsrevolution gibt das Forschungsfahrzeug technisch machbare und gesellschaftlich wünschenswerte Antworten auf Fragen der Mobilität.

[Mercedes-Benz](#) > [Innovation](#) > [Der Mercedes-Benz F 015 Luxury in Motion.](#)

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Freude am Fahren

## DER BMW VISION NEXT 100.

Unsere Vision der Mobilität von morgen.

- > Highlights
- > [BMW VISION NEXT 100](#)
- > Innovationsmodelle
- > Historie
- > BMW Festival Night

1 Online Beratung

BMW Partner finden

Infomaterial bestellen

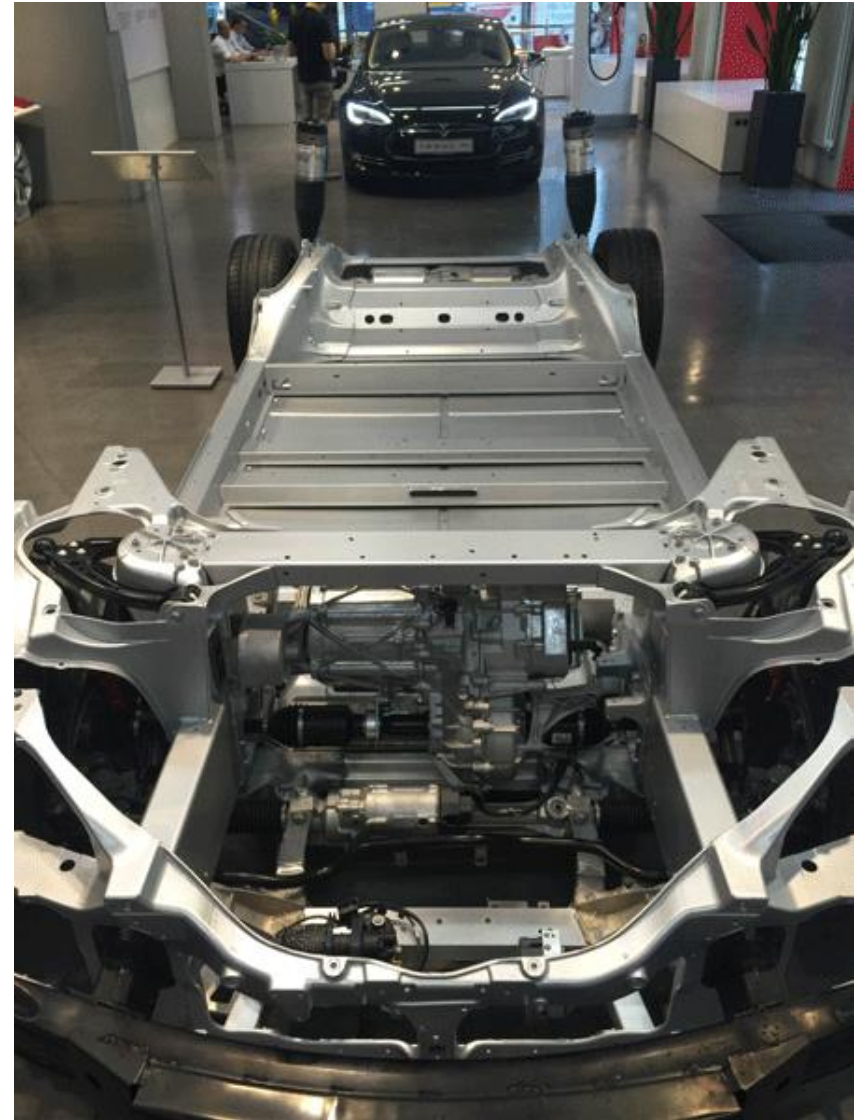
Probefahrt vereinbaren

Jetzt konfigurieren

**WHAT THE FUTURE IS MOST-LIKELY  
GOING TO BRING**



# THE MERCEDES ROBO-CAR THAT MADE ME WANT TO STOP DRIVING



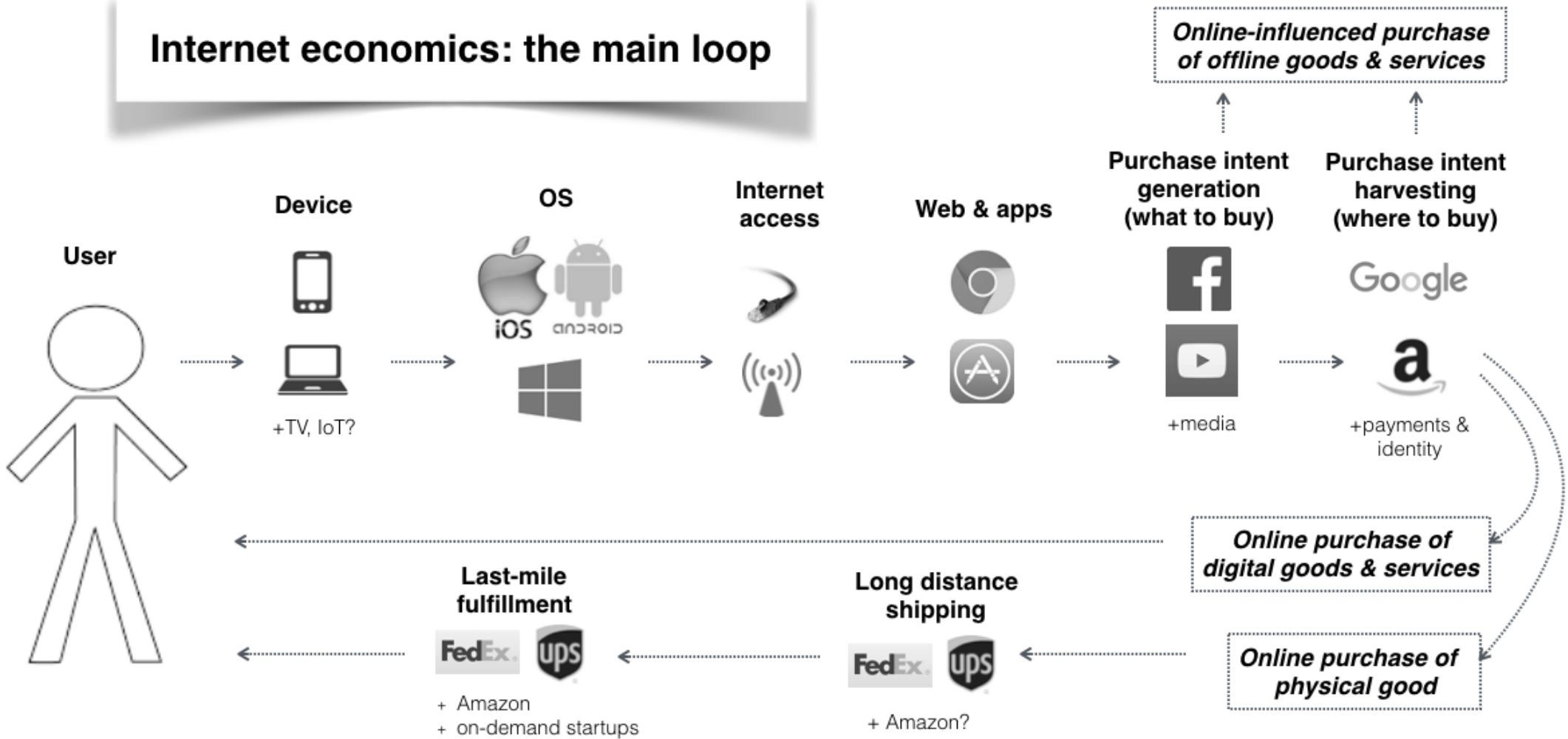
**INTERFACES**

**PERSONAL ASSISTANT /  
ECOSYSTEM**

**ELECTRIFICATION IS DRIVING  
SOFTWAREZATION OF BUSINESS MODELS**

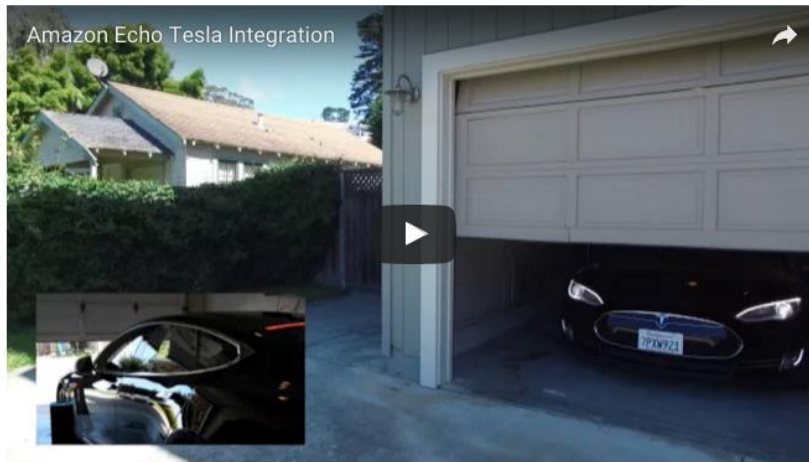


# Internet economics: the main loop



# Watch Amazon's Alexa summon a Tesla Model S out of a garage

By **Tom Warren** on May 6, 2016 06:59 am [@tomwarren](#)



[Share on Facebook \(1,967\)](#)
[Tweet](#)
[Share \(107\)](#)
[Pin \(3\)](#)

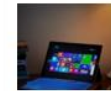
If you own a Tesla Model S or Model X you've been able to **summon your all-electric car** for nearly six months now, but one developer has created an even cooler way with Amazon's Echo. Using an unofficial Tesla API and the Echo, Jason Goecke created code that runs in the cloud to respond to keyword triggers with Alexa. "Ask KITT" (because everyone wants a *Knight Rider* car) is the command to pull the car out of the garage, and the video demonstration shows it working effortlessly.

While Goecke's reverse engineering skills resulted in a "fun weekend project," he's really calling on Tesla to open up its developer tools to allow this type of function in a safe way.

## THE LATEST HEADLINES



Radiohead's new album is called A Moon Shaped Pool



Microsoft Edge can now scrub the web with Adblock and Adblock Plus



Amazon says it will fix its racially-biased rush delivery service



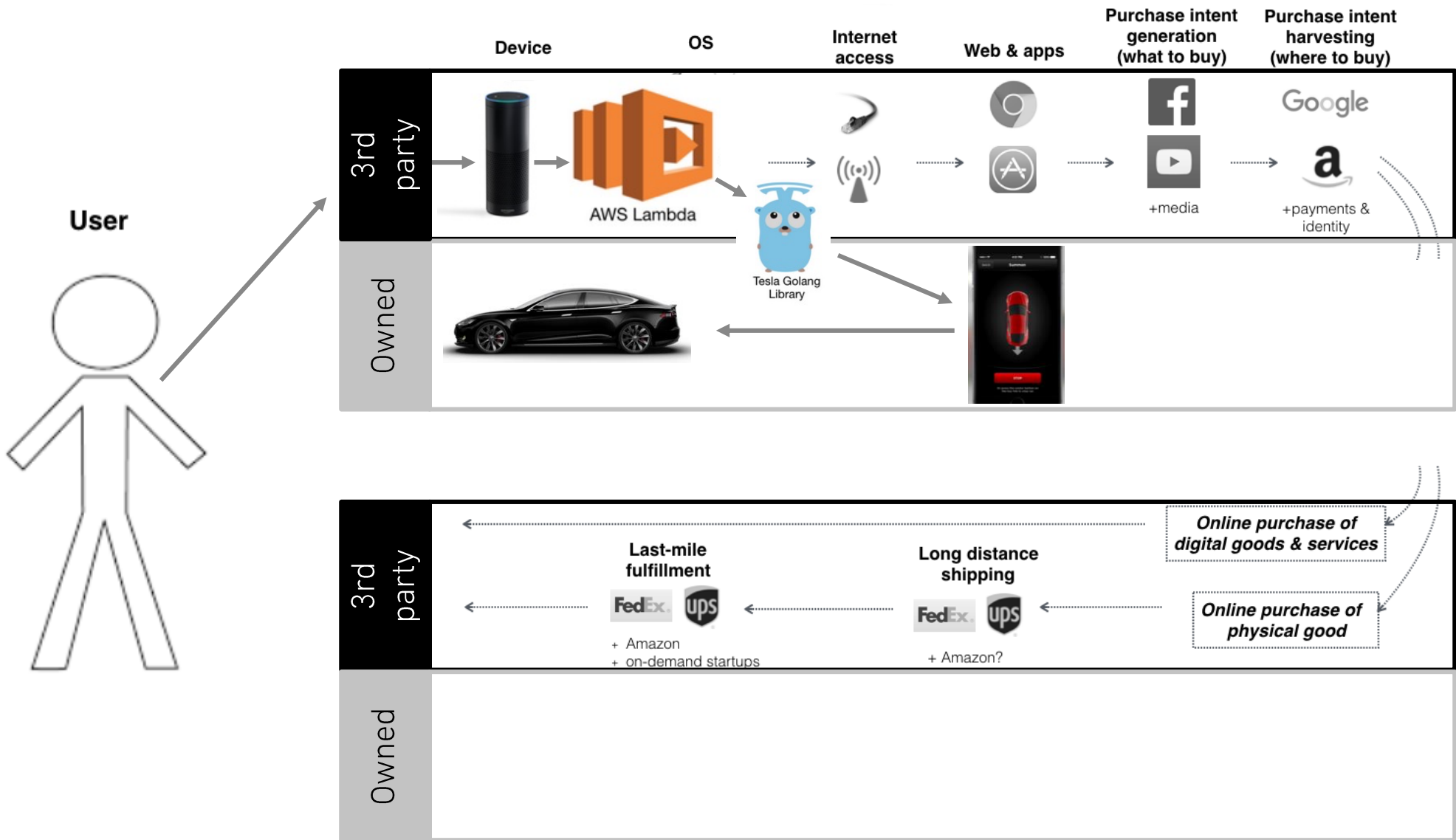
Uber and Lyft threaten to leave Austin after vote on background checks



The Verge Review of Animals: the marten



What makes torrents work



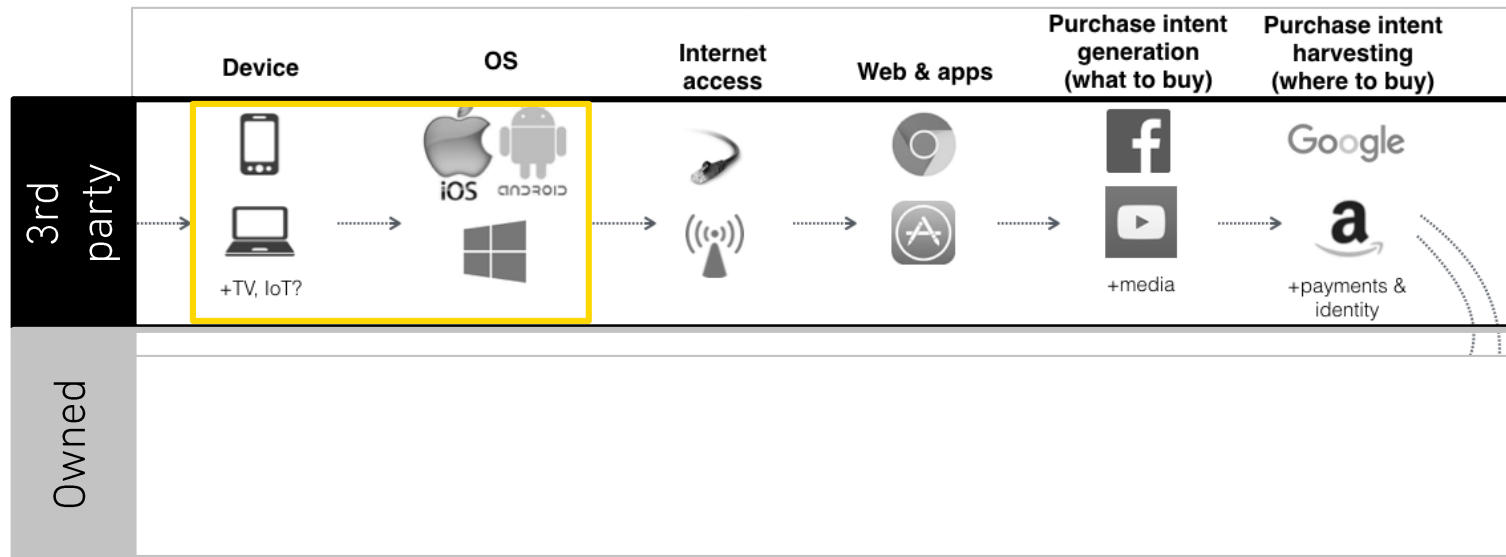
**TO BUILD DIGITAL MEANS OF REVENUE  
CREATION, TWO THINGS BECOME RELEVANT**

Strong capabilities in building (digital) products and services

Moving from being a hardware-manufacturer  
to being a provider of integrated hard and software

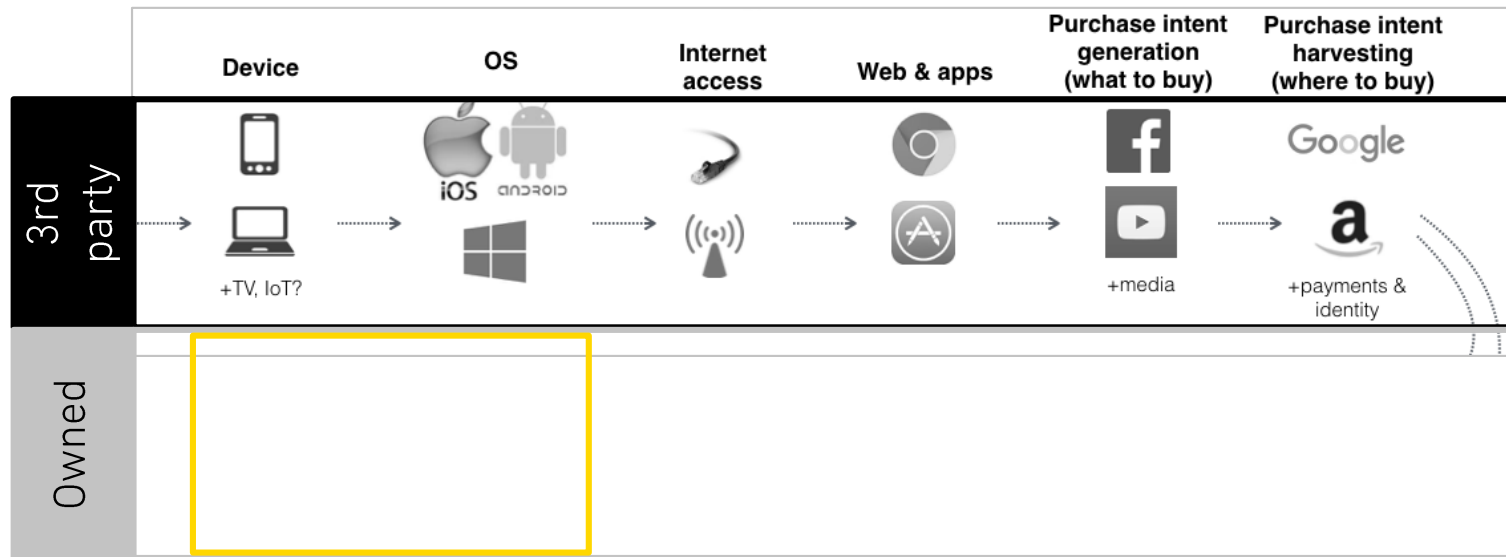
Simple and appealing interfaces and means of integration

Software developers will become partners and targetgroup



**EXPONENTIAL GROWTH OF CONNECTED DEVICES**

**BATTLE OF THE MOBILE OS' CAN'T BE WON**



**THE CAR WILL BECOME A GADGET**  
**AUTONOMOUS**  
**ELECTRIFIED**  
**(CONSUMER) SOFTWARE AS USP**



# Model S software/firmware changelog

List of changes to software versions and what is known about them:

## Contents

- 1 Version 6.2 (v2.4.239)
- 2 Version 6.1 (v2.2.200)
- 3 Version 6.0 (v2.0.81)
- 4 Version 6.0 (v1.67.125)
- 5 Version 5.14 (v1.66.45)
- 6 Version 5.12 (v1.64.39)
- 7 Version 5.11 (v1.59.56)
- 8 Version 5.9 (v1.51.109)
- 9 Version 5.8.10 (v1.49.95)
- 10 Version 5.8.8 (v1.49.90)
- 11 Version 5.8.7 (v1.49.84)
- 12 Version 5.8.4 (v1.49.57)
- 13 Version 5.8 (v1.49.30)
- 14 Version 5.6 (v1.45.45)
- 15 Version 5.0 (v1.35.107)
- 16 Version 5.5 (v1.35.76) Europe (pre-production)
- 17 Version 4.5 (v1.33.61)
- 18 Version 4.4 (v1.31.11)
- 19 Version 4.3 (v1.25.45)
- 20 Version 4.2 (v1.19.49)
- 21 Version 4.1 (v1.19.29 and v1.19.31)
- 22 Version 4.1 (v1.19.27)
- 23 Version 4.0 (v1.17.50)
- 24 v1.15.14
- 25 v1.15.8
- 26 v1.13.16
- 27 v1.9.17
- 28 v1.9.11

## Tesla is only manufacturing 75 and 90 kWh battery packs, but will offer 70 as software-limited 75 kWh

Fred Lambert - 6 days ago @FredericLambert

CARS TESLA



## Tesla Software Updates Help Distinguish It From Other Carmakers

by Dana Hull

March 20, 2015 - 10:12 PM CET Updated on March 20, 2015 - 11:44 PM CET



### Bloomberg WHAT'S POPULAR NOW



Out of Options and Time, Tsipras Faces Greece's Moment of Truth





CARS

# Tesla 'Easter Egg' Makes the World's Fastest Car Even Faster

**A new software upgrade will get you to 60mph in just 2.4 seconds. But first you have to find it.**

by **Tom Randall**

November 16, 2016 — 5:59 PM EST

LIVE TV  
AUDIO

World's fastest-accelerating car is about to get even faster.

TECH TRANSPORTATION CARS

## Tesla Model X's Falcon Wing doors now open and close faster thanks to software update

1.5 seconds faster

by Andrew J. Hawkins | @andyjayhawk | Oct 10, 2016, 1:34pm EDT

f SHARE t TWEET in LINKEDIN



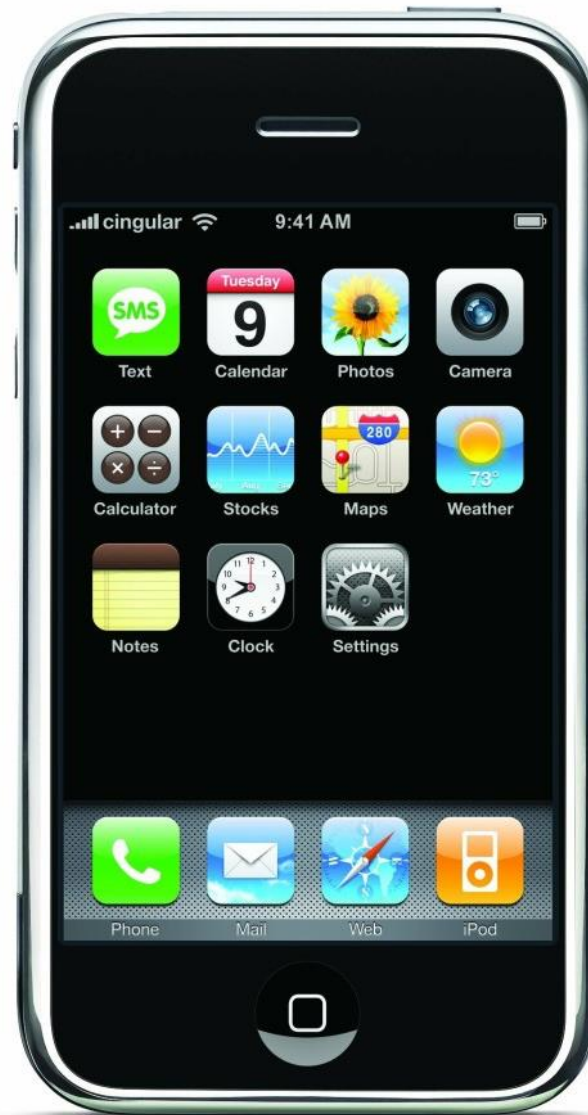
NOW TRENDING



Oculus Touch review: the C is finally complete



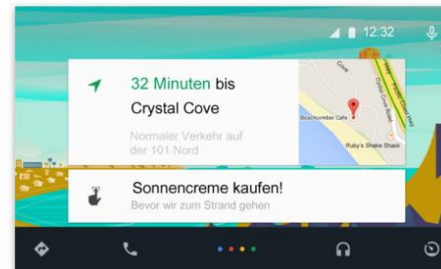
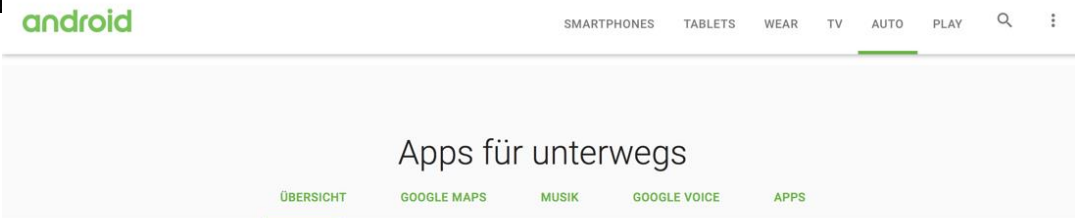
# INTERFACES







**WHERE IS THE BENCHMARK?**



### Übersicht

Mit Android Auto stehen Ihnen unterwegs nützliche Informationen automatisch zur Verfügung – auf übersichtlichen Karten, die genau dann angezeigt werden, wenn Sie sie brauchen.





**Scott Belsky** ✓  
@scottbelsky



Folgen

My Uber driver this evening has 9 screens in front of him; car dashboards have some catch up to do...

Übersetzung anzeigen



RETWEETS  
**1.143**

GEFÄLLT  
**1.227**





## Connect and Control

### Drive Smarter

Give your car a voice, unlocking diagnostics and real-time data



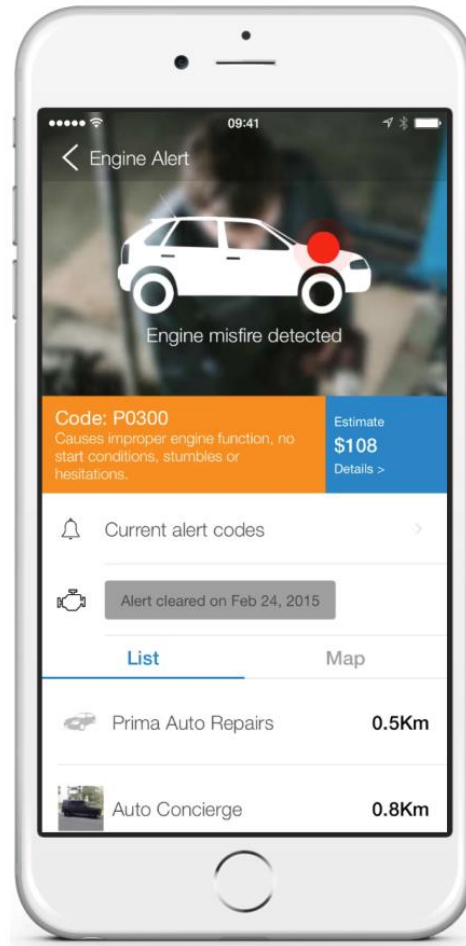
### Save Money

Save money on gas, repairs, maintenance and improve resale value



### Take Control

Keep safe with remote alerts, and insights into maintenance needs and recalls



### Drive Green

Improve your vehicle's fuel efficiency and your driving habits



### Have Fun With It

Take pole position on the leaderboard, win rewards and share road trips

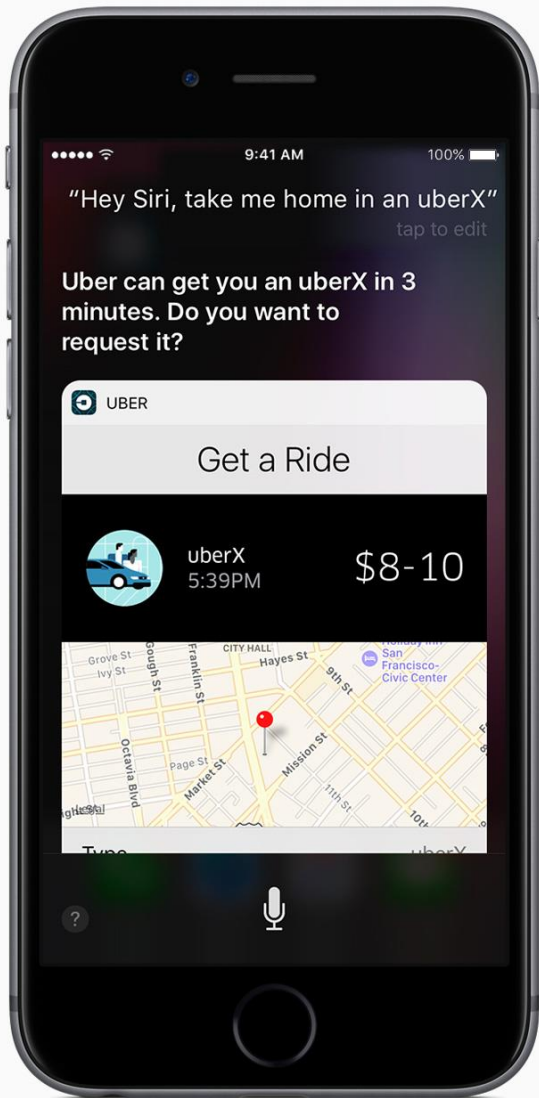


### Engine Light

Decode the 'Check Engine' alert, get cost estimates and find mechanics



**PERSONAL ASSISTANT /  
ECOSYSTEM**



ASSISTANT

Hi, how can I help?



SHARE



SHARE



TWEET



PIN



COMMENT  
1



EMAIL

# UBER BUYS A MYSTERIOUS STARTUP TO MAKE ITSELF AN AI COMPANY



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5 HOURS



GAMING

The Last Guardian Is Finally Here—and Yes, It Was Worth the Wait

4 HOURS



ARTIFICIAL INTELLIGENCE

Uber Buys a Mysterious Startup to Make Itself an AI Company

6 HOURS

## Tesla's big bet: \$8,000 worth of self-driving hardware in all new cars — before the software is ready

Updated by Brad Plumer | [@bradplumer](#) | [brad@vox.com](mailto:brad@vox.com) | Oct 19, 2016, 10:28pm EDT

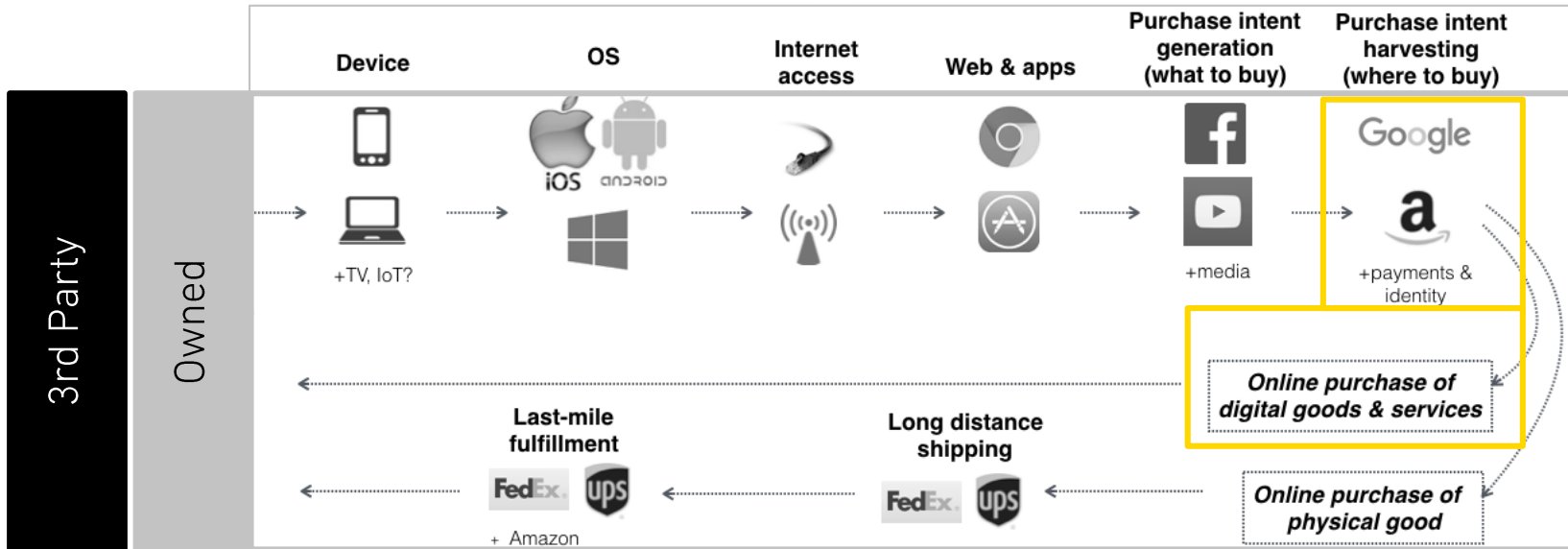
[TWEET](#) [SHARE](#)



### Most Read







# ON-DEMAND SHARED



Photo courtesy Uber.

## I Don't Own, I Uber

A year after selling my car and going full Uber, I crunched the numbers. Guess what I found.



TECH TRANSPORTATION US & WORLD

## Mercedes thinks a premium driverless taxi service would be a good idea

By James Vincent on September 15, 2015 04:01 am @jvincent



Share on Facebook (1,151) Tweet (570) Share (24) Pin

Mercedes-Benz is considering developing its own line of autonomous, on-demand cars. According to a report from Reuters, the German automaker says it sees...

THE LATEST HEADLINES



Richard Dawkins calling Ahmed Mohamed a fraud is everything wrong with Richard Dawkins



The man whose site inspired 4chan is now running 4chan



Skype calling knocked offline by major outage



Trade secret trolls could be the new patent trolls



Scream Queens is stylish, sour, and needlessly spiteful

# A closer look at why Apple just made a \$1 billion investment in Uber's Chinese rival

By [Yoni Heisler](#) on May 16, 2016 at 4:50 PM

CARS

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Image Source: China Business News

Apple last week made a surprise announcement when it confirmed that it had made a [\\$1 billion investment in Didi Chuxing](#), a ride sharing company in China that is often

## TRENDING

- The definitive guide to not updating to Windows 10
- Apple's AI sounds like a dormant giant about to be awakened
- \$50 home security camera streams to your iPhone or Android phone
- 9 new movie trailers you need to watch from this past week

## RELATED ARTICLES

- Apple's AI sounds like a dormant giant about to be awakened
- 11 paid iPhone apps on sale for free today

# **THE FIGHT FOR THE CUSTOMER INTERFACE WILL BE WON BY SOFTWARE**

**RETHINK EVERYTHING:  
STRUCTURES & PROCESSES  
CAPABILITIES  
BUSINESS MODEL**

**ORGANIZATIONAL MODELS OUT OF THE  
SOFTWARE-INDUSTRY WILL BE KEY**

**RETRAINING OF THE WORKFORCE WILL BE  
KEY FOR FUTURE SUCCESS**

# NEWS

## Technology

### Could driverless cars own themselves?

By Leo Kelion  
Technology desk editor

🕒 16 February 2015 | [Technology](#)



Hollywood's famous Herbie was a VW Beetle with a mind of its own

#### Top Stories

**EU tries to resolve migrant quota row**

🕒 40 minutes ago

**Burkina Faso army reaches capital**

🕒 2 hours ago

**Pakistan delays hanging paraplegic man**

🕒 22 minutes ago

#### Features & Analysis



**The kidnap machine**

Meet the Islamic State spy, the prisoner and the negotiator





**Benedict Evans**

@BenedictEvans



Folge Ich

It's generally unwise to have a strong opinion about a fundamentally new experience that you haven't actually experienced

Übersetzung anzeigen



RETWEETS

130

FAVORITEN

158



01:16 - 3. Jan. 2015



**You can't help but realize, that the next 10-to-40 years are going to be really strange. Totally strange. And... that rate of strangeness seems is going to get exponentially more strange.**

**And the problem we have right now is the people that are in charge of this stuff don't understand a) how strange it's going to be, or b) the form of the strangeness itself.**

**– Ben Hammersley**

**VIELEN DANK.**

@playrough

Torben, Lucie und die gelbe Gefahr GmbH

Paul-Lincke-Ufer 39/40 • 10999 Berlin - Germany

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