

JULY 29 2022

Beyond Driving
Steering of now

Green is the
new Right.
BY JAY BALDWIN

Why it's time
to revamp
Head Start
BY JOE KLEN

Sudan:
The rise and
fall of two
nations

TIME



What designers at
Beyond Design thought
about driving 10 years ago



www.time.com

THE WHEELS

VARIETY OF STEERINGWHEELS HAS SPAWNED NEW IDEAS FOR FUTURE CAR MAKERS.



THE DEAL MAKER



John has a busy schedule with important meetings planned through out the day in the city. He gets into his SUV and starts the vehicle. His advanced steering wheel adjusts everything to his presets and display activates and syncs with his smart phone. It reminds him about his important meeting with the Mayor. The system automatically locates the address from the scheduler and uploads the GPS system. W22 also detects that there is less fuel in the tank to cover the journey. It plans out a route for him with a gas station on the way. John starts driving to the location. The distance covered and time remaining are displayed on the screen along with the GPS. He has reached the vicinity of the meeting location however couldnt find any parking spot. W22 detects that all parking spots are taken and highlights a vacant parking spot on the GPS. John drives to the location and parks his vehicle there. Even though he was running late in the beginning and had less fuel in the tank, with the help of the intelligent W22 he reached on time for the meeting conveniently. He thanks the system at heart for making his life much easier and proceeds to the meeting.

Greg is a race car champion. Driving is his passion, inside and outside the tracks. One day morning he opens his refrigerator for a redbull. There is no redbull left in the refrigerator. The store is quite far off to get a redbull this early. He decides to get his newly bought sports car out. The vehicle is equipped with the new W22 steering wheel. As he starts the vehicle he commands for all status checks. As a professional race car driver he always wants to know the technical status of the vehicle. His voice command is detected by W22 and start to respond to him vocally along with elaborate display of specifications. He starts to drive with his roof open. Half way through the

THE STREET RACER



journey W22 detects that the weather is changing and its about to rain. As Greg was more immersed in driving he didn't notice that much. The screen detected possibility for rain and requested for closing command of the roof. Greg confirmed and the car closed the roof. Along with that it modified the suspension and air pressure to maintain a safe driving condition on the slippery road. Greg was amazed by intelligence of the system and kissed the steering wheel as he went inside to get his drink

Sara is a busy mom with a two year old and a part time job. Every evening she goes to pick her daughter from the day care. Today she has to also pick up some medicine along the way. W22 installed in her minivan makes it all possible for her. She takes the baby to the car and puts her the baby car seat. As the seat belt is fastened, W22 recognizes that there is a baby on board. It prompts Sara to confirm the baby on board/ cruise mode. After she gives a confirmation, the temperature, the music and volume gets adjusted. As the vehicle starts to move slowly, proximity sensors got activated. Every time the vehicle is close to an obstacle it gives indication along with terrain conditions. At one point the baby starts crying. Sara slides her hands on the screen from left to right to view the camera installed in vehicle pointed at the back seat. She understood that baby needs a toy. She gives him a toy and gets back to driving. The vehicle prompts her to slow down to maintain legal speed limit. The GPS prompts her to a drive through pharmacy to pick up the medicine where it's on sale. She calls the pharmacy through W22 so that when she is there the medicine is ready for pick up. She happily heads back home.

THE CARETAKER



ANATOMY OF THE STEERING WHEEL 2022 W22

Finally, there is a wheel that helps you to keep your eyes on the road.

Equipped with multiple cameras and sensors the wheel delivers help at the moments when you need it. This new standart steering wheel concentrates all information you need in one place, and right in front of you. If you cannot see something in the car or outside it with your own eyes you probably can see it on the wheel's display. Hidden behind surface information comes up on through display synchronized with the driving behavior: as needed. It keeps you safer, happier and less stressed.



HIGH DEFINITION OLED (organic light emitting diode) DISPLAY

Connected to mainframe system it always stays leveled. When in parked mode catch up on the latest live or prerecorded sports games. Always connected it seamlessly provides information to you that you need. It will help you plan the day to the second.

SMOOTH RIDEWHEEL TURN

Adjust the sensitivity of the wheel turn to driver preference

THE WHEEL TAKES CARE OF DRIVING BUSINESS



TOUCHSCREEN USER INTERFACE

Connected to your networks you practically can do anything you want to stay in touch with your friends, family and business. Receive e-mails, type (or dictate) messages, find best deals in town, get travel advise, intelligent route planner; learn more about your car etc.. It is a mini supercomputer.



NAVIGATION BUTTONS.

**NANO SKIN ADJUSTS TO DRIVER'S PREFERENCES
FINGERTIP SECURITY RECOGNITION ACTIVATES SYSTEM - TURNS ON THE CAR AND
ACTIVATES ALL SYSTEMS AND SETS CONTROLLERS TO DRIVER'S PRESETS**

THE DEAL MAKER

SOMETIMES THE MOST IMPORTANT PART OF A BUSINESS DEAL IS TO MAKE IT THERE PREPARED

W22 helps doing this by helping to retrieve and analyse data from mobile devices to support everything around personal ways of driving. For the Deal Maker this is the perfect tool to get best prices in town and make to meetings on time and prepared.

1. INITIAL START UP SCREEN

Automatically downloads data from mobile device to prepare route and other driving information



2. MEETING DETAILS

More information about the event is displayed to confirm next steps



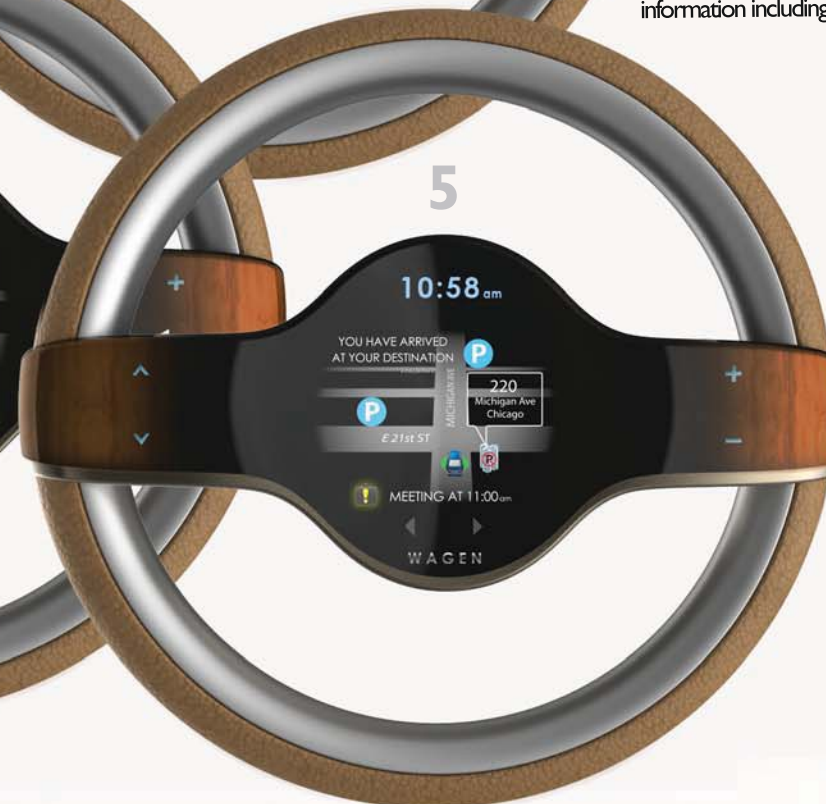
3. MAP DIRECTIONS

Displays best route counting road conditions, weather and car needs such as fuel or mechanic.



4. DETAILED MAP UPON ARRIVAL

Displays close up of destination and parking information



5 DETAILED MAP UPON ARRIVAL

Displays close up of parking information including prices and location



THE STREET RACER

THERE IS NO LIMIT HOW MUCH YOU CAN KNOW ABOUT YOUR CAR

Most detailed information about your car and its status is displayed and updated instantly. Besides being connected this wheel is for a car enthusiast with in depth understanding about car functions and statistics, Car performance is constantly monitored and registered as well as displayed in various forms on the display.



THE CARETAKER

SAFETY AND COMFORT COME FIRST

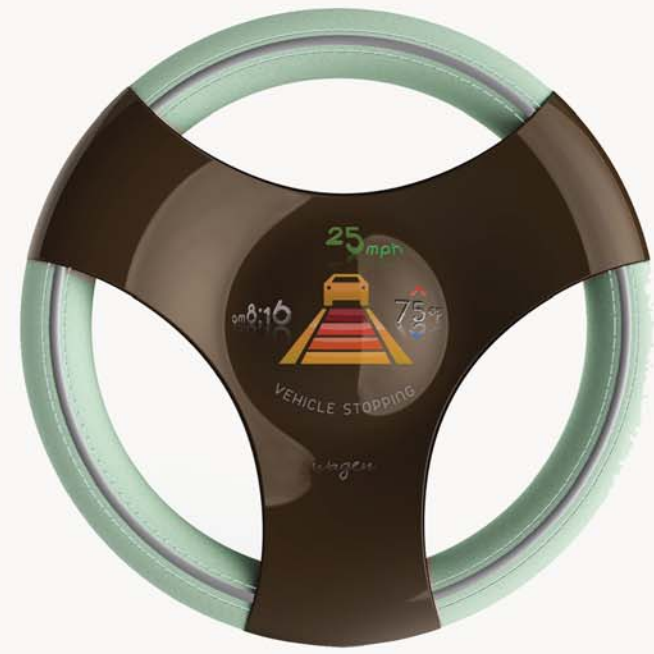
To take away from any stress during the commute V22 concentrates on providing information to you that you only need, when you need it. Fuel, oil and other car related performance warnings only come on when needed, meanwhile displaying only information that's most important. Built in backseat camera allows better view of the passengers and if they are in need of help. Assisted driving - Cruise Mode is available when car will reduce speed if danger is in proximity. Being able to control everything from one place helps driver to focus on the road and make sure everyone in the car is comfortable, safe and happy.



Connected to network V22 assists to creating detailed routes around the town to maintain a smoother ride for everyone. Best deals and sales as well as events are delivered to the driver.

CRUISE MODE DETECTS DANGER AND WARNS THE DRIVER
Automatically going into a slowing down cycle V22 assists driving while other distractions happen.





ENJOY THE RIDE!