

Headrest jointly developed with BOSE Automotive displayed at BOSE Sound with Vision Experience held during CES 2020

- Development of headrest with built-in speaker -

Headrests with built-in speakers that TACHI-S Co.,Ltd. (President & COO: Yuichiro Yamamoto, Headquarters: Akishima, Tokyo) has jointly developed with BOSE Automotive (hereinafter called "BOSE") were displayed in the invitation-only BOSE Sound with Vision event, which was taken place during "CES 2020" a four-day event held from January 7, 2020 to January 10, 2020 in Las Vegas, Nevada, USA.



Bose Sound with Vision Experience



Headrest with built-in speaker

In the BOSE event, test vehicles equipped with AWARE signal steering* by BOSE were prepared and demonstrations were conducted. Drivers and passengers were able to experience spatial audio effects through the headrests with built-in speakers.

*Prompts, warnings and phone calls are rendered from the places where they make the most sense while driving in the city.

We have considered utilizing technologies of both companies and developing products. We took a first step with this joint development of the headrest, and this will lead to farther joint development of new products with a view to future CASE (Connected, Autonomous, Shared, Electric) compatibility.



Touch panel installed inside the test vehicle



Test drive with sound effects

■ CES 2020

CES showcases more than 4,400 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with more than 250 conference sessions and more than 170,000 attendees from 160 countries.

■ BOSE Sound with Vision Experience

A private event held by BOSE during CES 2020 to showcase BOSE technologies. Many automotive manufacturer guests and international press were invited.

■ Contact

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