

Sony Honda Mobility

AD/ADAS Development via Robotics Technology at Sony Honda Mobility Inc.

Sony Honda Mobility Inc.
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Purpose

Our Purpose

**Move people, through the pursuit of innovation
with diverse inspirations.**



Launch Schedule

2025

**1st half
Pre-order**

**End of year
Order**

2026

**Spring
Delivery US**

**2nd half
Delivery JP**

Concept

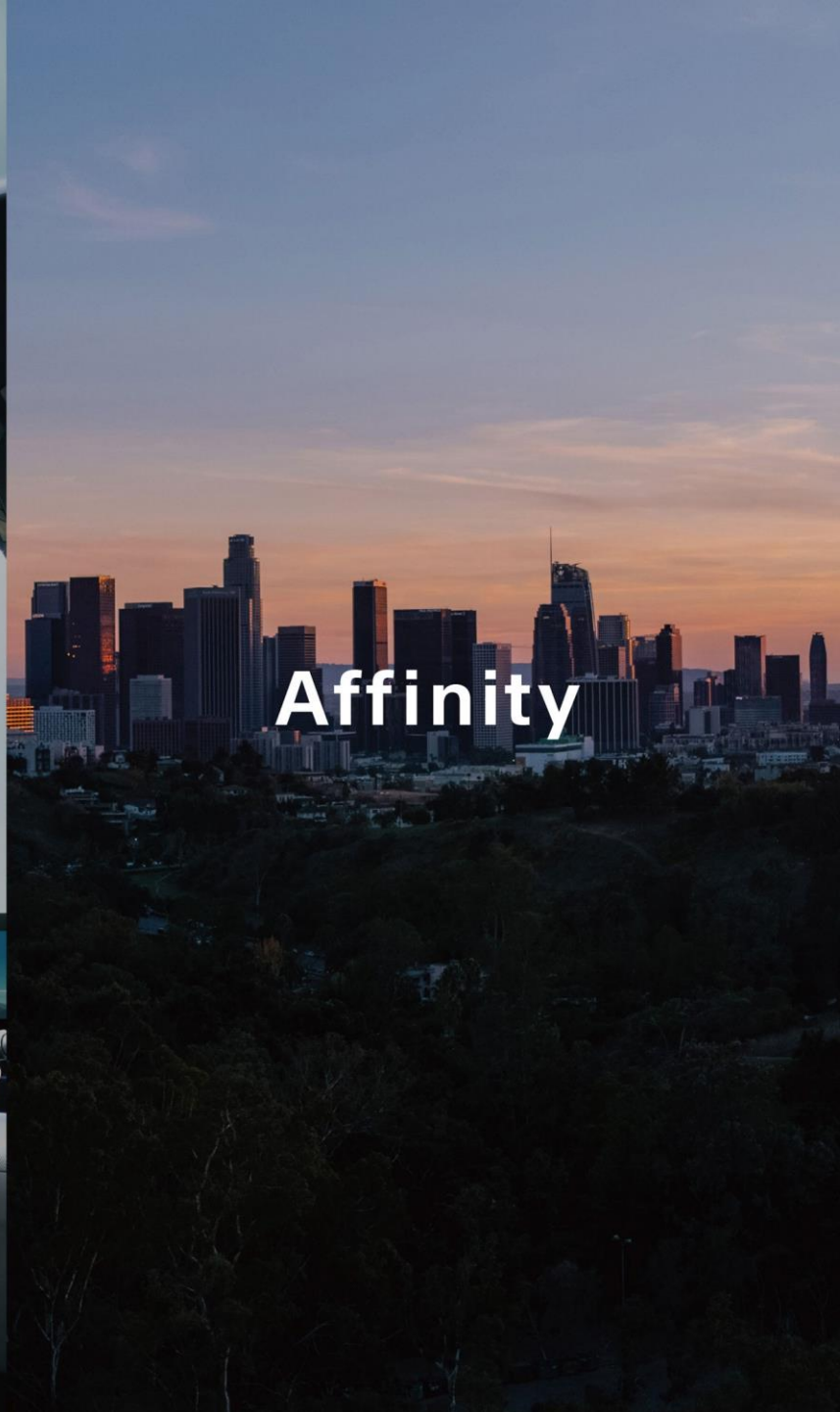
Autonomy



Augmentation



Affinity

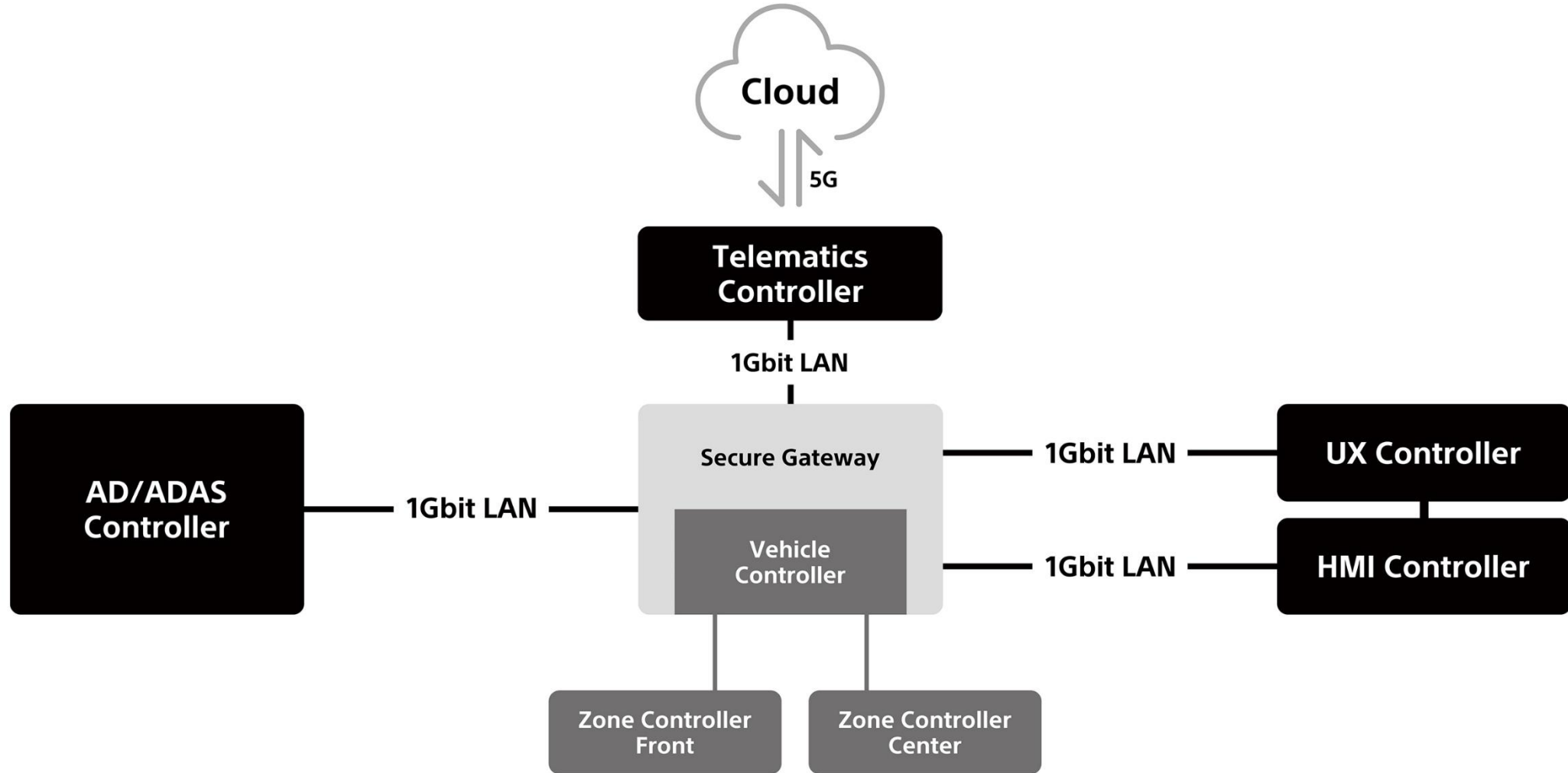


Our Brand

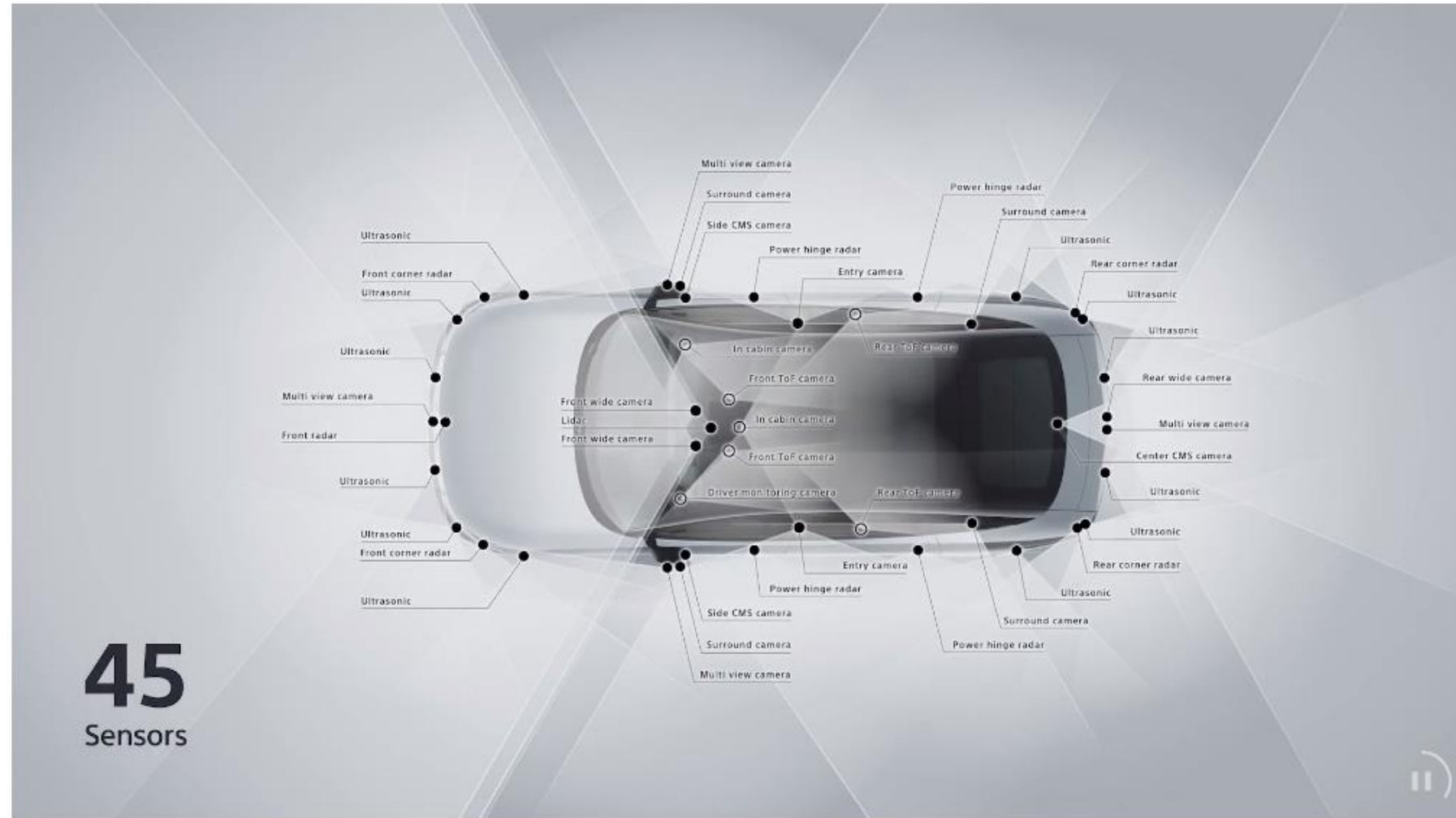
AFEELA

We have announced its new brand “AFEELA” that represents “FEEL,” which is at the center of the mobility experience. AFEELA expresses an interactive relationship where people “FEEL” mobility as an intelligent entity, and mobility “FEELS” people and society using sensing and network IT technologies.

E/E Architecture



Sensors (Prototype)



45 sensors are equipped inside and outside the vehicle not only for realizing safety functions but also for entertaining passengers



800 TOPS

AFEELA's AD/ADAS Concept

Reliable and User-Friendly

- Redefinition of existing functionalities in the market
- Functional development driven by user experiences

Continuous Evolution

- To equip with powerful hardware for the ECU
- To provide latest functionalities by OTA



AD/ADAS Development and ROS 2

Two key factors of continuous evolution and functional update

Service Oriented Architecture

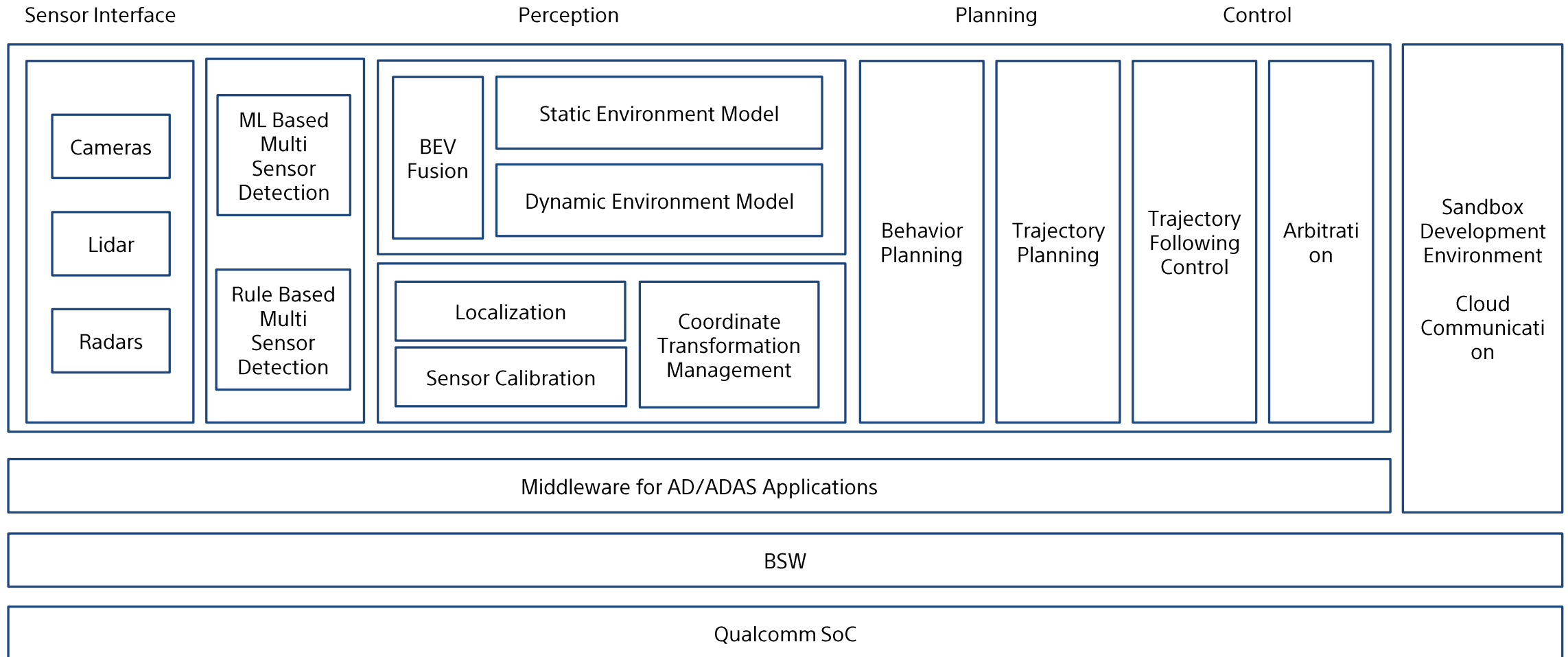
- Prototype development of AD/ADAS functionalities using ROS 2 and DDS
- Highly efficient development by porting prototyping code from ROS 2 to DDS, SOME/IP, etc. based on SOA
- Architecture which enables partial update and functional separation

Development environment based on sandbox technology and cloud communication

- Verification/Validation environment using sandbox prior to software release
- Using cloud computing technologies for fleet data collection and development

AD/ADAS Architecture Concept

AD/ADAS architecture concept via robotics technology



We are hiring !

We will continuously develop new AD/ADAS functionalities to achieve continuous evolution of mobility experiences

If you are interested in developing software defined vehicles, join our team, be part of the evolution of mobility!

Check it out !

<https://www.shm-afeela.com/ja/careers/>

* Application requirement sheets from parent companies (Sony Group Corporation and Honda Motor Co., Ltd.)

AFEELA



JAPAN MOBILITY SHOW 2023