

Autopilot technology tesla



BMSW4003

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Overview

AutoPilot Tesla Motor's Technology

Background

Denislava

Challenges before

Juan

Autopilot

Juan

Impact

Henri

Conclusion

Viki

References

Q&A

Nikola Tesla

- July 1856 – Jan 1943

-
- “Was an engineer and scientist”.
 - “Designing the alternating-current”.
 - “Predominant electrical system used across the world today”.
 - “He also created the Tesla coil”.
King, (2013)



Elon Musk

- He born in South Africa, moved to Canada when he was 17 and finally arrived at United State.
- Was CEO of Tesla until 2018 when he stepped down to Chairman.
- Revolutionary transportation.
 - Electric cars on Tesla
 - Rockets producer SpaceX.



“Tesla was founded in 2004 by a group of engineers who wanted to prove that people didn't need to compromise to drive electric – that electric vehicles can be better, quicker and more fun to drive than gasoline cars”.

Tesla (2021)

2008 Tesla Roadster is the first ever made Tesla vehicle



Challenges before introducing Autopilot

“Autopilot is an advanced safety and convenience features are designed to assist you. Some of its functions make it safer and capable over time”.

Tesla (2021)

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- Develop Software
 - Make an AI capable to learn on the go
 - Create all codes and put it to work together
 - Make it accessible to everyone
 - Test





Autopilot

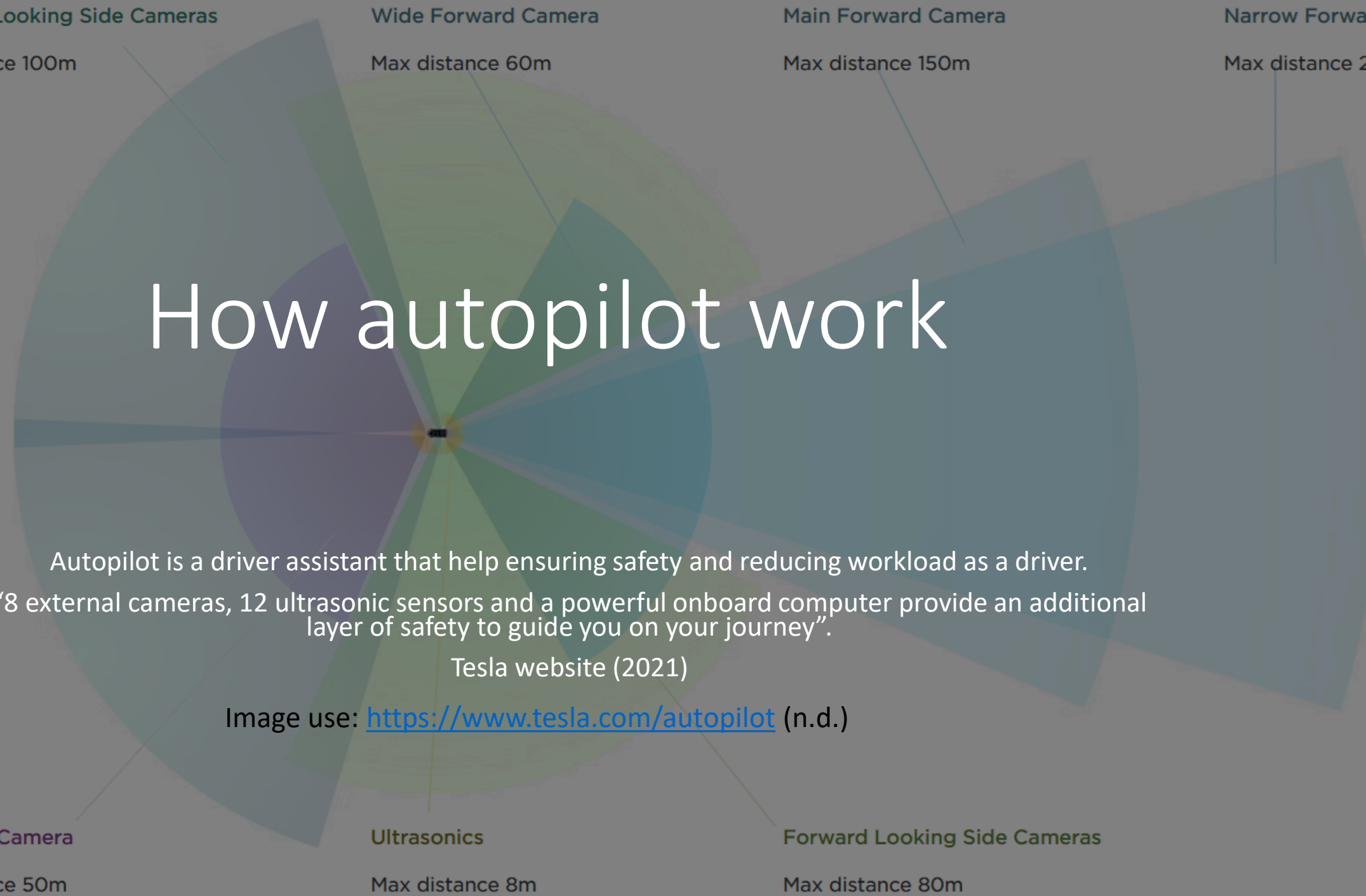
When we speak about driving aspect that every company looking at the same, safety.

“Autopilot introduces new features and improves existing functionality to make your Tesla safer and more capable over time.”

Tesla website, (2021)

<https://www.tesla.com/autopilot> (n.d.)





How autopilot work

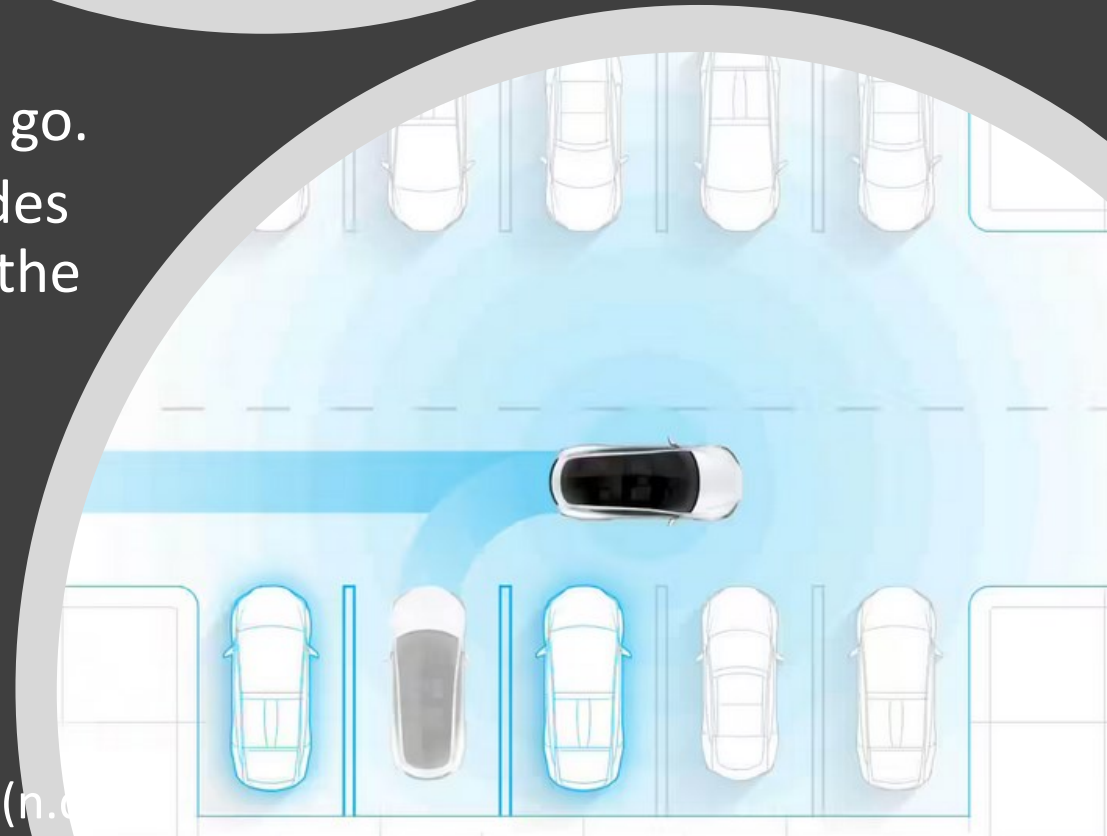
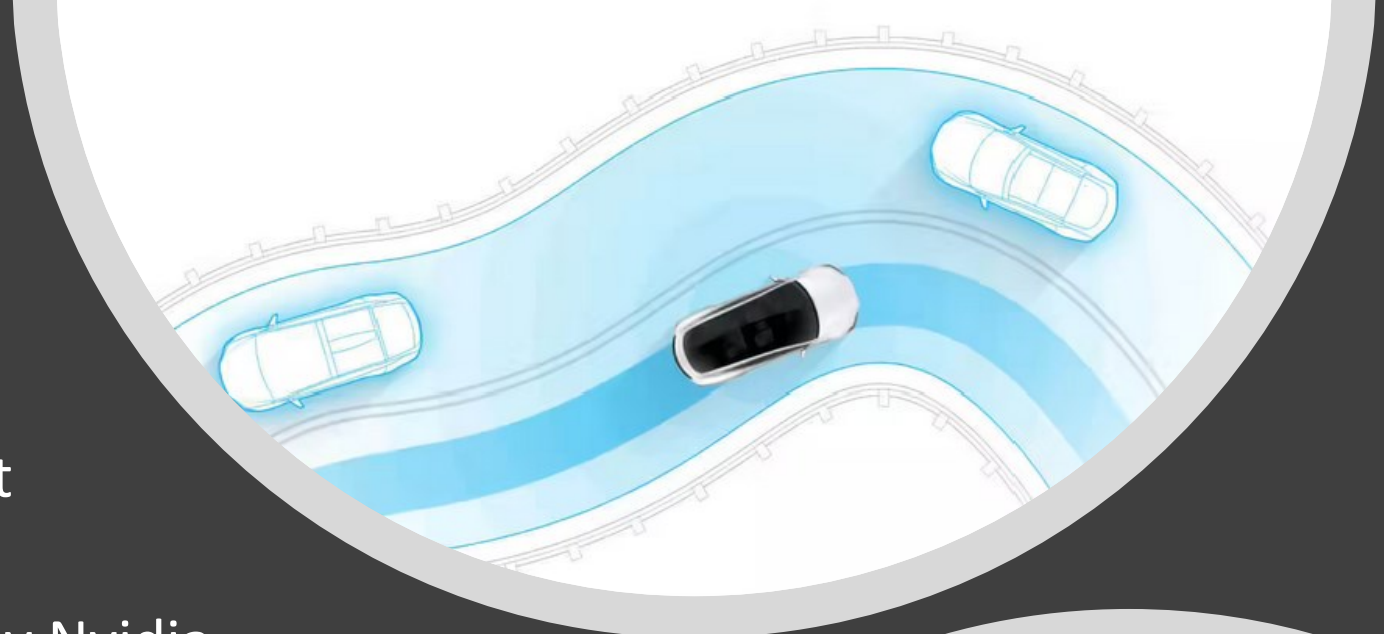
Autopilot is a driver assistant that help ensuring safety and reducing workload as a driver.
“8 external cameras, 12 ultrasonic sensors and a powerful onboard computer provide an additional layer of safety to guide you on your journey”.

Tesla website (2021)

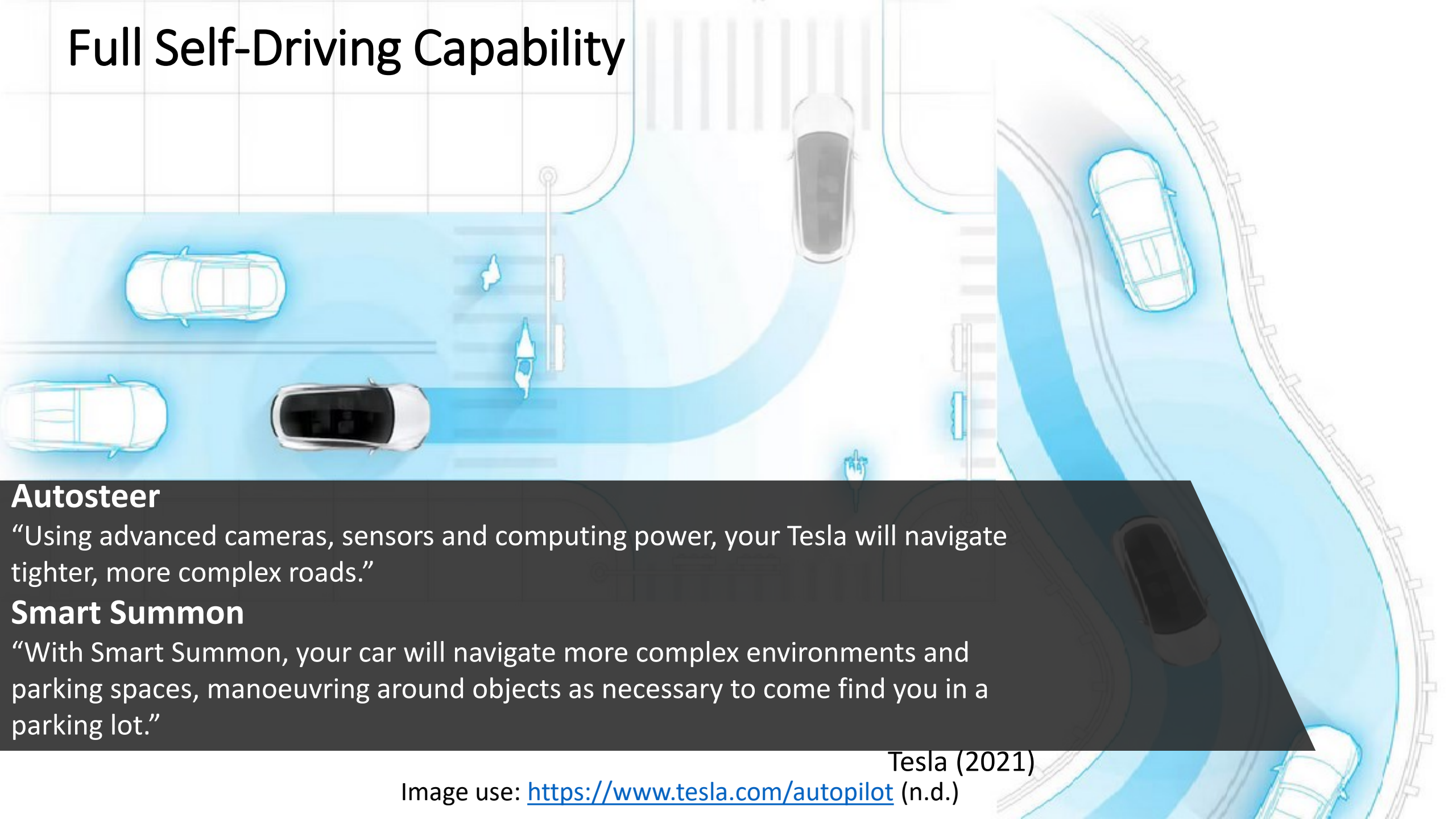
Image use: <https://www.tesla.com/autopilot> (n.d.)

Autopilot, Tesla AI

- Artificial Intelligence & Autopilot
 - Not Autonomous.
 - Limited Memory AI design by Nvidia.
 - Microchips & software that learn as they go.
 - Algorithms that creates, codes and those codes are the foundation of patterns that improve the driving.



Full Self-Driving Capability



Autosteer

“Using advanced cameras, sensors and computing power, your Tesla will navigate tighter, more complex roads.”

Smart Summon

“With Smart Summon, your car will navigate more complex environments and parking spaces, manoeuvring around objects as necessary to come find you in a parking lot.”

Tesla (2021)

Image use: <https://www.tesla.com/autopilot> (n.d.)

Positive impact of tesla technology

- “Tesla technology not only reduce the total carbon footprint but also help to reduce city pollution”.
- “One of the biggest advantage of tesla technology is their motor design who is the best electric motor of the market at the moment”.
- “Tesla technology also has over 14.000 superchargers at 1.600 station around the world and they still add more”.

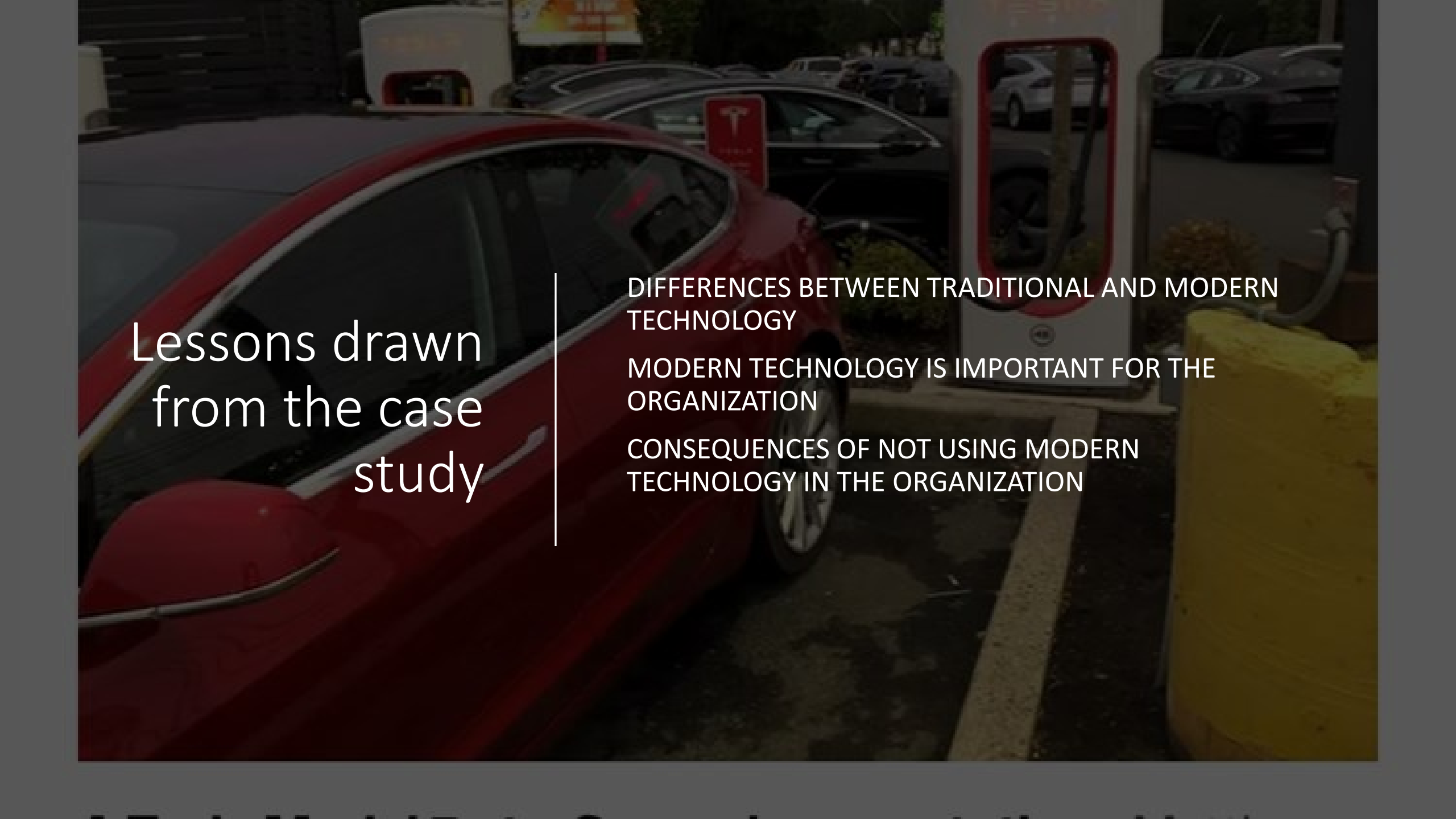
Image use: <https://insideevs.com/search/?q=tesla+advantage>



Negative impacts of tesla modern Technology

- “Some users did not pay sufficient attention to the road which caused a lot of accident”.
- “Despite their green cred, tesla cars create pollution and carbon emissions in ways that are easily overlooked by consumers and investors”.



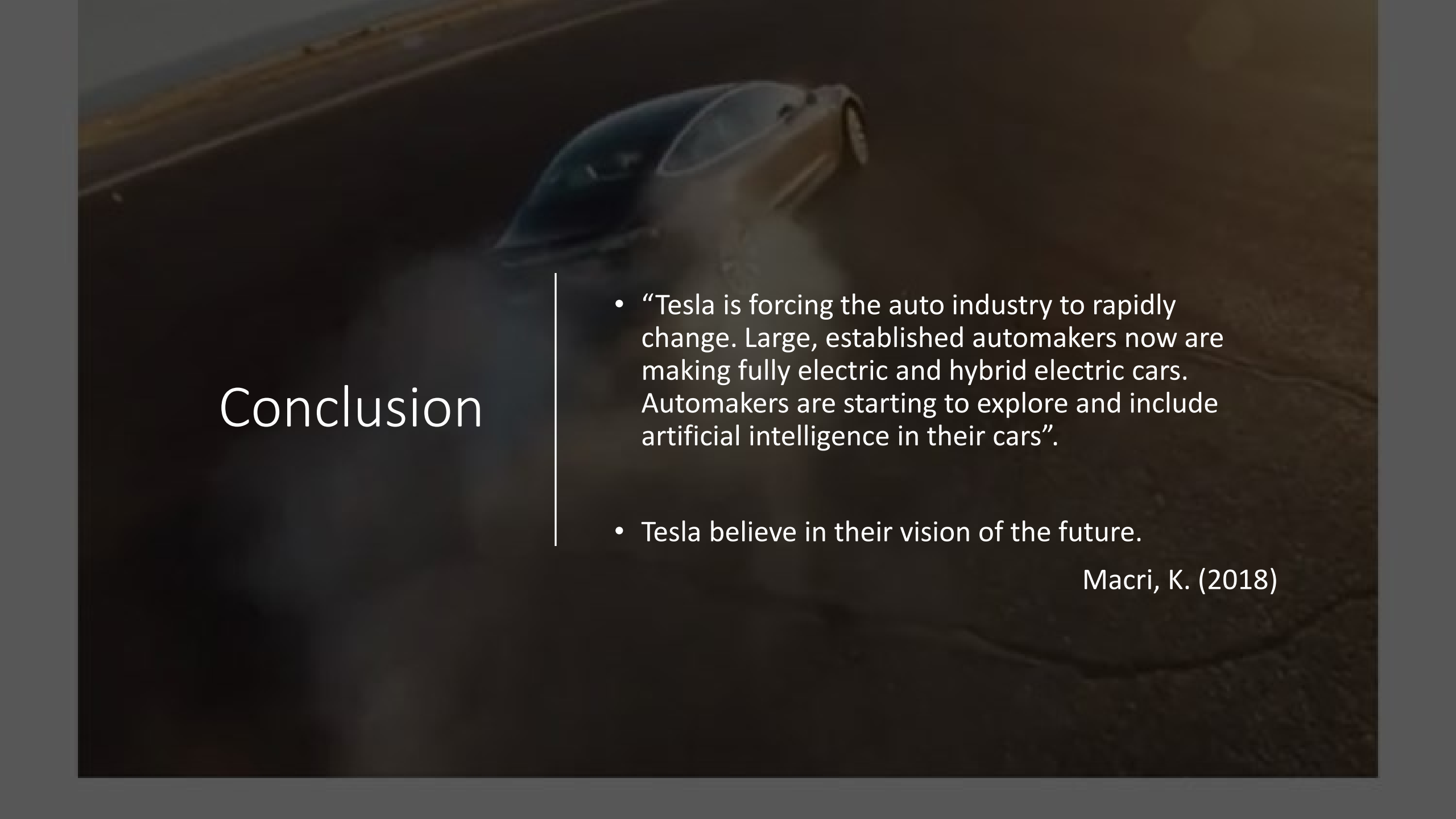


Lessons drawn from the case study

DIFFERENCES BETWEEN TRADITIONAL AND MODERN TECHNOLOGY

MODERN TECHNOLOGY IS IMPORTANT FOR THE ORGANIZATION

CONSEQUENCES OF NOT USING MODERN TECHNOLOGY IN THE ORGANIZATION



Conclusion

- “Tesla is forcing the auto industry to rapidly change. Large, established automakers now are making fully electric and hybrid electric cars. Automakers are starting to explore and include artificial intelligence in their cars”.
- Tesla believe in their vision of the future.

Macri, K. (2018)



Q & A



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