

IDEMIA and Renault discuss the future of connected cars at the Paris Motor Show

Discover how IST innovations are driving the evolution of the in-car experience.

CONNECTIVITY

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At the 90th Paris Motor Show, Philippe De Oliveira, Senior Vice President of the Automotive Business Line at IDEMIA Secure Transactions (IST), joined Laurens Van Den Acker, Chief Design Officer of the Renault Group, to explore the evolving in-car experience and what it means for the future of mobility. Philippe spotlighted the key role of IST innovations in revolutionizing the automotive industry, particularly in shaping the future of connected vehicles.

Pioneering the Next Era of Connected Cars

For over two decades, IDEMIA Secure Transactions has been at the forefront of innovation, advancing connected vehicle technologies that redefine the driving experience. IST empowers the automotive industry's transition to more intelligent, personalized—and even hyper-personalized—driving experiences. This shift rests on two pillars at the core of IDEMIA Secure Transactions' expertise: **security** and **connectivity**.

The evolution of on-board connectivity is transforming the way consumers interact with their vehicles. By enabling fluid, tailored interactions for drivers and passengers, vehicles are becoming an integral part of consumers' digital ecosystems.

The “Car-as-a-Service” Revolution

As vehicles become more connected, automakers are offering new ranges of services to enhance convenience and personalization. Vehicles are no longer just modes of transport—they're becoming **digital hubs on wheels**.

This shift marks the advent of “Car-as-a-Service”, where deep integration of digital services transforms cars into extensions of their drivers' connected lifestyles. By offering personalized experiences and seamless connectivity, IST is helping automakers pave the road ahead to a new generation of smart, connected cars.

The digital key is now a reality, responding to transformations in consumer uses and enabling the creation of hyper-personalized services thanks to the phone, a true extension of the user. Security, connectivity and inclusion are essential to guarantee universal access and develop new services.

Philippe De Oliveira, SVP Automotive Business Line

Watch a replay of the conversation between De Oliveira and Van Den Acker during “The Future of the Automobile” conference at the 2024 Paris Motor Show (in French) [here](#).