

Baylor Group Creates Honda's Vision for the Future at the 2020 Consumer Electronics Show

Baylor Group, Inc., a live engagement agency, was chosen by Honda to provide a customized experience for attendees of the Consumer Electronics Show (CES) to be held at the Las Vegas Convention Center in Las Vegas, January 7-10, 2020

LAS VEGAS ([PRWEB](#)) January 07, 2020 -- Baylor Group, Inc., a live engagement agency, was chosen by Honda to provide a customized experience for attendees of the Consumer Electronics Show (CES) to be held at the Las Vegas Convention Center in Las Vegas, January 7-10, 2020. For the past 50 years, CES has been known as the world's gathering place where next-generation innovations are introduced to the marketplace.

Baylor Group provides creative, modular architectural structures for indoor and outdoor events, trade shows, festivals and global brand activations, and was asked to create an innovative space to display Honda's ground-breaking, new ideas and technologies. The exhibit will be located at the Las Vegas Convention Center's North Hall, booth #7900.

The Honda event space, designed by Baylor Group, will feature global debuts of concepts that integrate connected, autonomous, shared, and electric (CASE) technologies into new mobility products and services. The exhibit will also showcase Honda Xcelerator's Industrial Innovation Pavilion and highlight the company's continued evolution of Safe Swarm, the V2X connected safety system.

"For the second year in a row we were honored to be selected by Honda to create an engaging and interactive space that highlights their intelligent solutions which help expand life's potential through mobility," said Michael Croke, President and CEO of Baylor Group. "We partnered with the team at Honda to create an immersive space that serves as the perfect environment for CES attendees to interact and engage with the company's technology offerings and truly experience Honda's vision of new mobility products and services."

The exhibit will feature the following technologies:

Augmented Driving Concept

The driving system changes between automatic and manual mode with a switch, and features more than eight modes between fully autonomous and semi-autonomous operation. Various sensors in the vehicle continuously read the user's intention to smoothly shift between these modes, creating an instinctive driving experience.

Future Honda Mobility VR Experience

CES attendees can experience a journey through the urban future with a V2X system safely navigating the drive, encounter an Autonomous Shared Mobility Pod, and take flight in a personal vertical takeoff & landing (VTOL) vehicle.

Honda Xcelerator Collaborations

Honda Xcelerator, a global open innovation program from Honda Innovations, will debut collaborations at CES 2020 with startups focused on augmenting human capabilities and devices that enhance workplace ergonomics for the manufacturing environment.

Industrial Innovation Pavilion



In collaboration with startups Monolith AI, noonee, Skelex, and UVeye, Honda Xcelerator's Industrial Innovation Pavilion will offer demos ranging from ergonomic devices designed to reduce the risk of repetitive strain injuries on an assembly line to an AI-powered inspection technology that will dramatically change how the auto industry approaches quality-control.

“Smartphone as Brain” with Drivemode

This technology provides a safe and convenient way for drivers or motorcycle riders to integrate their smartphones into the driving and riding experience while minimizing distraction, connecting their smartphone by Bluetooth® using switches on the steering handles or via voice recognition.

Honda Personal Assistant Technology with SoundHound Inc.

A voice-enabled AI conversational assistant that supports drivers and enables the ability to understand context, such as the user's location and connecting people with their mobility products where functions are controlled by voice only.

Honda Energy Management Concept

Demonstrates the Honda Mobile Power Pack; a portable, swappable, rechargeable battery that has an output of 1kWh or more.

SAFE SWARM™ and “Smart Intersection”

SAFE SWARM™ allows vehicles to communicate with surrounding vehicles and share key information such as location and speed to determine the safest course of action to prevent collisions and reduce traffic congestion.

Videos, images and additional details are available at HondaNews.com/CES2020. Visit www.ces.tech for information about the conference and online registration.

About Baylor Group Inc.

With offices in Southern California and Southeastern Michigan, Baylor Group Inc., a live engagement agency, creates integrated marketing solutions for indoor and outdoor events, trade shows, festivals and various other global brand activations. We specialize in both live and digital communications and solutions which allow our client's customers to experience their brands and become immersed in the attributes and values they uniquely represent. Whether a large and established company, or an up-and-coming challenger, the Baylor Group can bring your brand to life. Find out more at <http://www.BaylorGroupInc.com> and follow us on [Facebook](#) and [Instagram](#).

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