

# CLIENT ALERTS

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## Staying Connected at CES 2017 – Day 2

1.6.2017

Automotive technology continues to dominate the talk of CES. From ultrasonic holographic haptic controls to advanced mapping software that augments the driver's reality, it is clear that mobility technology is a hot commodity. Accompanying these advances are specific legal issues that follow the 2017 legal takeaways highlighted in yesterday's summary Staying Connected at CES 2017.

- Legal implications of the shift from the “driver” experience to the “user” experience when discussing mobility
- Liability and indemnification from the OEMs, especially in the mapping, sensing, artificial intelligence and augmented reality supply base. A perception exists that the OEMs have promised to “have their back” when liability arises, contrary to our experience under the terms and conditions.
- The privacy and security risks of the user profile being uploaded into the vehicle's digital signature to “enhance” the overall experience
- The ability to obtain proper jurisdictional consent to collect, use and monetize data in the vehicle
- Applying regulatory schemes and addressing warranty for augmented reality as it becomes integral to future heads-up displays and user interfaces
- Living within limitations and dealing with the aftermath of failure modes, particularly where a failure mode may lead an automated vehicle to switch to “stop” in the middle of a crowded freeway
- Risks in selecting vehicle architectures including issues of redundancy, segmentation and encryption and what they may mean for warranty and liability

Butzel Long will continue to analyze the evolving legal and regulatory framework, as emerging technology increasingly impacts the way business is conducted. Stay with us during CES,

### Related Services

Cybersecurity and Privacy  
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the North America International Auto Show, and through the rest of 2017.

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