



# BMW iDrive

## INFOTAINMENT USER INTERFACE DESIGN

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# THE DESIGN



## Default Home Page

Set up the high-end expression and along with the new brand identity  
Younger, more modern



## Start & Welcome Page

Brings unique and deluxe entrance experience



## HOVERING EFFECT

Comfortable highlight effect  
Deluxe  
Less interference



# Custom Home Page

Quicker desired information display Settings



# Climate Control Menu

Quicker control by physical buttons, or casual control by touch screen



Unfolded

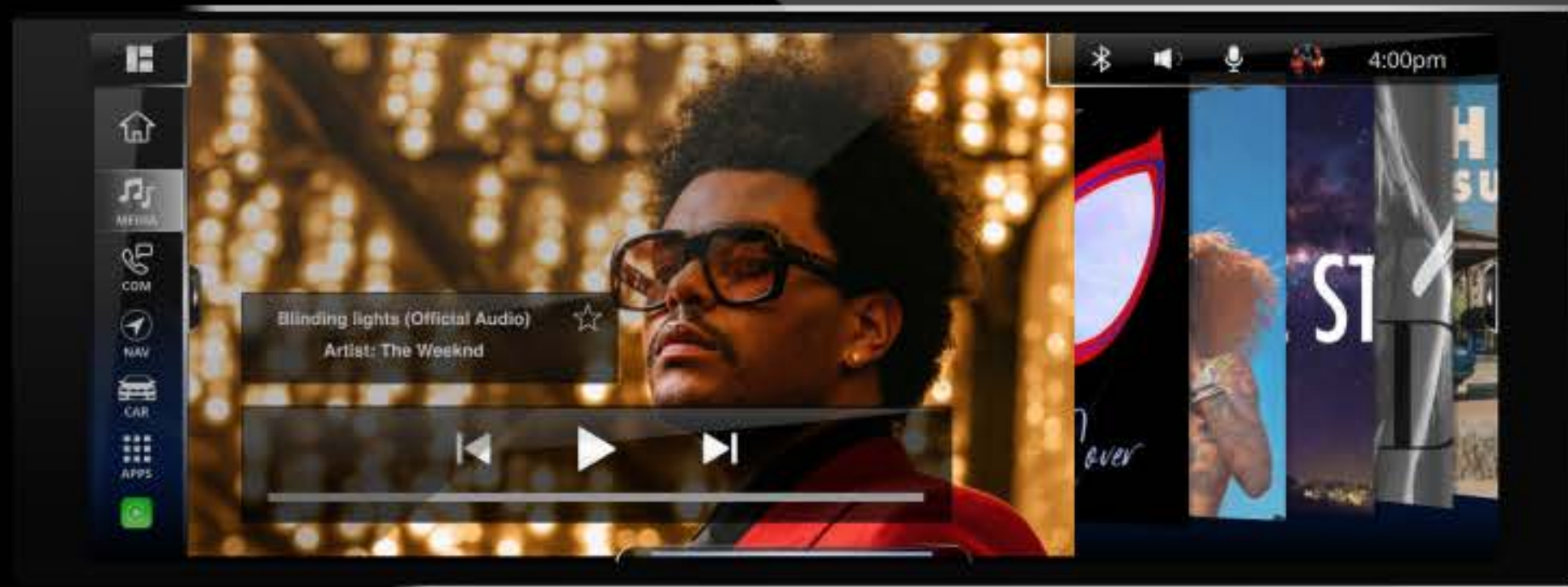


Fully Unfolded



# Media Page

Quicker and easier media selection  
More immersive experience



# Navigation Page

