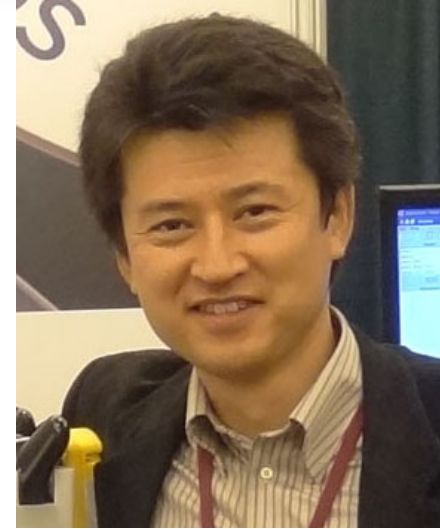


WakuWaku Experience on Future Cars

Yoshitaka “Yoshi” Deguchi



“WakuWaku” is a Japanese word meaning positive feeling like enjoyable and exciting. What kind of new WakuWaku experience can we provide for passengers on future cars? When we try to answer to this question, we face a challenge to integrate engineering research and scientific research: engineering such as by-wire control, wireless communications and artificial intelligence, and scientific research such as cognitive science. To achieve the integration, collaboration becomes crucial. Let’s think together about new WakuWaku experience!

Yoshitaka Deguchi is a manager of Nissan Research Center, NISSAN MOTOR CO.,LTD. With his background of electronic control, he has studied automotive control such as internal combustion engine control, hybrid electric vehicle control, vehicle dynamics control using by-wire actuators and acoustic control of cabin. Some of his achievements are installed in products. Now he is a visiting scholar of prof. Clifford Nass lab. His research interests are autonomous driving and WakuWaku experience on future cars.