



DXC TECHNOLOGY X CAMB.AI

AI-Driven Multilingual HMI for Seamless In-Vehicle Communication

DXC Technology and CAMB.AI are setting new standards for AI-powered real-time translation and traffic interpretation in vehicles worldwide.

The Challenge

Navigating foreign countries presents major communication challenges for travellers using taxis, ride-hailing platforms, or rental cars. Language barriers are common, as local drivers often speak only their native language, making effective communication difficult. At the same time, international drivers must interpret a wide range of unfamiliar road signs and traffic regulations. Despite efforts toward standardisation, thousands of signs exist globally, many with different meanings, causing confusion, stress, and potential safety risks. To address these challenges, DXC Technology and CAMB.AI have teamed up to turn the award-winning LuLingu app concept into reality.

The Solution

In partnership with CAMB.AI, DXC Technology is transforming the award-winning LuLingu app into a real-world solution for traffic rule interpretation. CAMB.AI contributes

real-time AI language translation, while DXC adds expertise in computer vision, data analytics, and In-Vehicle Infotainment (IVI) UX design and integration. Together, they are developing a system that delivers live conversation translation, multilingual street sign recognition, and traffic rule explanations, seamlessly integrated into the vehicle's digital cockpit to support safer, smarter travel for global users.

The Outcome

The partnership between DXC Technology and CAMB.AI has turned the LuLingu app from a concept into a functional prototype, enhancing the in-vehicle experience for international travel. By combining DXC's automotive expertise with CAMB.AI's AI-powered translation, the project showcases real-time translation seamlessly integrated with vehicle systems. The next steps include further development, testing, and scaling across vehicle platforms, with potential for commercialisation and broader mobility applications.

Camb.AI

CAMB.AI expands reach, increases engagement, and monetises content through AI-powered translation and dubbing for seamless global content localisation.

CAMB.AI's platform enables seamless multilingual communication and makes content accessible in over 150 languages by providing hyper-realistic, multilingual audio/video content transformation, using advanced AI models.



Headquarters

Dubai, United Arab Emirates

Founded

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No. Employees

11 – 50

Website

www.camb.ai

Acknowledgement

We would like to express our sincere thanks to Daniel Keller (DXC), Egidio Gioele Varvarito (DXC), Moritz Glandien (DXC), Eddie Walker (CAMB.AI), and Marte Utvik Harkestad (CAMB.AI).

About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations.

The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation.

Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results.

Over the years, the platform has successfully cultivated over 500 projects with more than 350 startups since its founding in 2016. ■

Project Contact

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