

## Build - Test - Learn

Rapid innovation isn't about moving forward recklessly. It's about following a build/test/learn cycle to quickly test advancements in the real world. For a decade, we've used this concept to continue to refine and expand our self-driving technologies in every environment imaginable, from off-road to highways to congested city streets. We believe in controlling the full software stack, always using raw, unprocessed sensor data and a mix of sensor technologies, including lidar, radar, vision (cameras), and others. Software and hardware needs drive each other in a cyclical fashion as we develop and test new systems. And we're constantly researching and integrating emerging technologies such as deep and reinforced learning to help make our systems smarter, faster, and more reliable.

