

# Cerence Studio

## Putting custom voice-driven AI innovations in developers' hands

As the use of in-car voice assistants explodes, they have become an innovative point of differentiation for OEMs. Carmakers want the freedom to offer distinct and compelling voice solutions that redefine the driver experience and create a deep connection to their brand for years to come.

Cerence Studio provides the tools and services to put OEMs and third-party developers in the driver's seat for creating unique user experiences. It provides access to Cerence's intuitive natural language understanding, technology and advanced conversational dialog system to develop custom domains that take automotive voice assistants to the next level, whether it's creating chat bots, jokes and games, or even the car manual. All of this allows for the creation of a branded experience that will help set automakers apart from their competition.

Cerence Studio is a comprehensive development environment that goes beyond voice recognition, NLU, and dialog tools to collaboratively manage the lifecycle of a project. From ideation to production, Cerence Studio provides access to tools, tutorials technology, and expertise from Cerence's decades of experience in developing best-in-class in-car voice assistants



An enhanced developer platform  
creating uniquely branded experiences

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## CERENCE STUDIO PRODUCT FAMILY

**Cerence Studio** – A web-based integrated development environment for creating natural and engaging voice experiences in cars and other mobility solutions.

**Cerence Studio NLU** – A tool for authoring statistical NLU models that can interpret voice input for deployed systems.

**Cerence Studio Dialog** – A system that can be used to define conversation flows and responses from the assistant.

**Cerence Studio Management Tools** – This allows developers to manage the lifecycle of a project with capabilities, such as permissions, simulation, testing, collaboration, and more.

## CERENCE STUDIO FEATURES AND HIGHLIGHTS

**Powerful, proven technology:** Developers gain access to the same foundational technology that powers voice capabilities in more than 325 million cars on the road today through an easy-to-use user interface.

**Get right to it:** If a driver wants to hear, 80's music or get the weather for next weekend in Cincinnati, they don't have to ask the system to shift to a streaming service or to weather. Studio builds this in to make it easier for developers and their users.

**Just say it! Allows the driver to speak naturally:** Drivers can focus on the road and express themselves naturally with the statistical NLU power of Studio. (This helps developers avoid the shortcomings of grammar-based solutions.)

**Don't. talk. like. a. robot. Offer natural voice output:** Developers can create responses, based on dynamic context and data, in a natural way while following language and grammar rules.

### Take the wheel for endless possibilities:

Whether developers need to expand their vocabulary to support a new voice case or extend dialogs to connect with third-party data, Cerence Studio puts them in control to create a unique experience.

**Hello. Bonjour. . Guten Tag:** The platform offers a wide array of possibilities with support in over 25 languages.

**Plug and play, even on the road:** Cerence Studio also helps keep an automaker's solution fresh by allowing them to add more functionality and continue releasing updates after start of production.

**Need help? We've got your back:** Want to learn how to create a thermostat? There's a tutorial for that! If developers need more help, they can reach out to Cerence experts to help guide them through the process.

## CERENCE STUDIO USED AND TRUSTED BY:

