Cerence Extend

Extending a driver's digital life to the car
The convenience and experience of smartphone apps, directly from the in-car voice assistant.
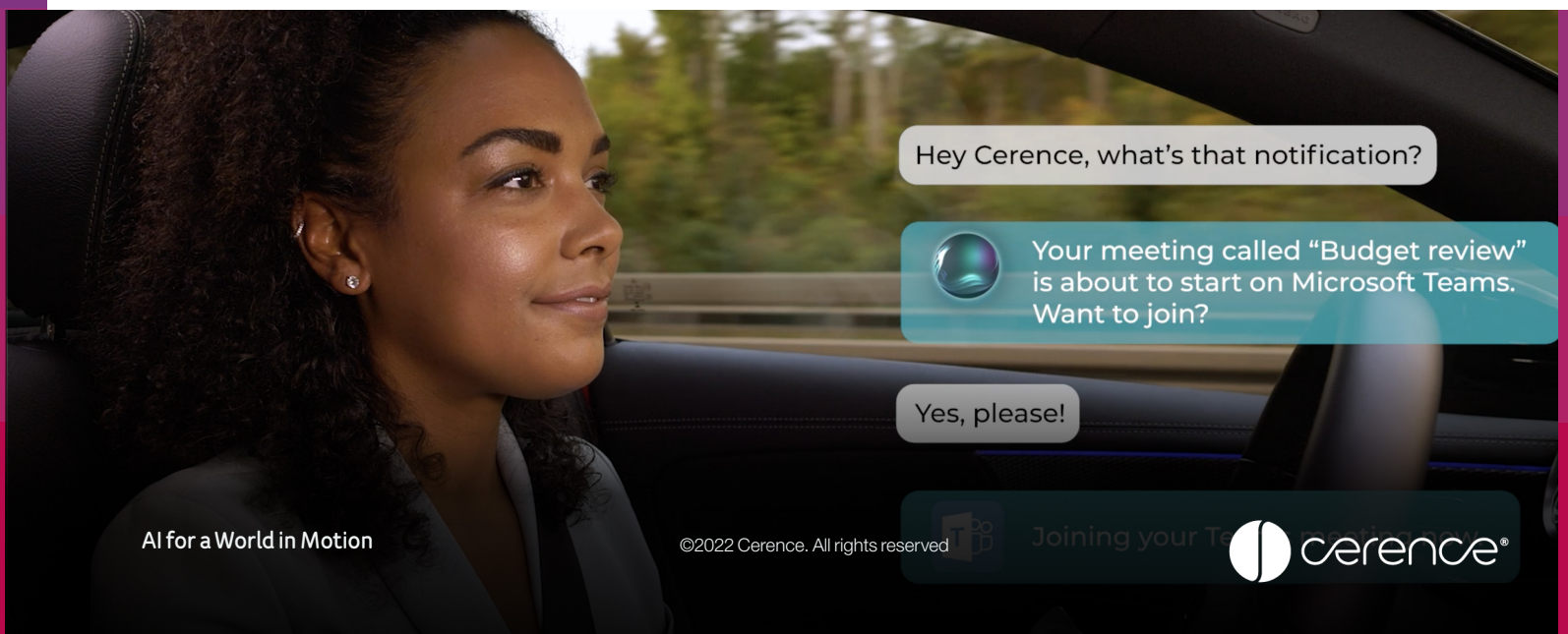
We manage our daily digital life primarily on a smartphone. We want to do that while driving, but safety is a concern, and most of our favorite apps are not available through the in-vehicle infotainment system.

Cerence Extend, a new product for Cerence-powered automotive assistants, solves for this, giving drivers safe, voice-enabled access to popular smartphone apps, content, and services directly from a car's infotainment system, creating a natural and convenient experience.

Cerence Extend helps bridge the gap between drivers' lives on their phones and in their cars to allow easy access to native apps like calendars, alarms, reminders, and phone calls—all the things you expect from an in-vehicle voice assistant.

But Cerence Extend goes a step further to provide access to functions of certain popular third-party apps such as Amazon, Starbucks, Apple Music, Zoom, Microsoft Teams, and WhatsApp—all through simple, natural voice commands. Information and notifications can be displayed directly on the car, resulting in a safer driving experience. And, it supports drivers' unique preferences, offering interactive AI-powered access to the most popular apps on their smartphone, regardless of operating system.

Cerence Extend not only provides benefits to drivers, but it also allows OEMs to maintain their ownership over the cockpit for a more streamlined, enjoyable, and safe experience that maintains their unique, branded experience and fosters deep connections between drivers and their cars. Other solutions fully control the vehicle's UX, which separates the smartphone and the vehicle's system for a fragmented driver experience. **Watch more in** vimeo.com/534343869

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Cerence Extend

HOW IT WORKS

Cerence Extend uses our voice assistants to offer drivers safe access to select apps that are otherwise not available on a head unit.

- There are a set of 20-30 top apps that are commonly and regularly used by consumers in any given region

- And, most apps have 2-3 key features or services that an average person uses most of the time

- App developers are not required to change or update their apps

- Rather than asking each developer to voice enable apps for a specific car or operating system, Cerence has designed an external application that runs directly on the head unit and can invoke the key actions within the apps with simple, natural voice commands

INNOVATIVE CAPABILITIES

Portability. Scans apps installed on the phone and lists available actions per app.

Seamless Access. Executes actions directly in installed apps without the need to re-login or open the app on phone.

Smart Routing. Send action requests from head unit to the user's device taking available apps into consideration.

Adaptability. Adapts to changes on device applications with no redeployment required. When the app updates, so do the capabilities.

Easy Updates. Acts as an additional domain to Cerence Drive, so existing implementations can be extended and updated.

BENEFITS FOR OEMs

Safety. Offers one point of interaction, so drivers can use their voice to control everything they need while driving.

Head Unit Push versus App Push. Apps are controlled by interacting with the head unit rather than the app pushing and controlling the head unit.

Control. Cerence and OEMs control the functionality and use cases to support the apps.

Flexibility. Can be deployed to vehicles after start-of-production with minor modifications.

Ownership. The OEM owns the entire in-car experience and data. They can support phones and in-car functionality through their OEM-branded UI and UX.

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