

Cerence ARK Assistant

Accelerated deployment of a world-class voice assistant

Our new product, Cerence ARK Assistant, allows automakers to quickly deploy in-vehicle voice assistants to meet growing consumer demand.

As a turnkey product, it combines in-car technology and cloud services to help automakers accelerate the time required to create a voice assistant (historically requiring long development cycles of often 12–24 months). It fulfills a special need in the market by distilling decades of innovation, experience, and service in a ready-to-go assistant for mainstream vehicles—getting them to market in half the time without sacrificing the performance, flexibility, and breadth of capabilities for which Cerence is renowned.

Speech recognition Get it right the first time with the world's leading speech recognition and natural language understanding.

Text-to-speech Quality that speaks for itself. An immersive and interactive in-car experience for drivers and passengers.

Content and services A concierge in your dashboard supporting the most popular domains, skills, and content services.

Data privacy Personal information is a new currency. We protect OEM and customer data.

Flexible and modular Make it your own. Own the in-car experience using professional services for customization efforts.

Vehicle integration We know our way around a cockpit with more than two decades experience with automotive voice assistants.

Open for collaboration We can all get along. Cerence ARK Assistant is truly interoperable and open.

Bring voice assistants to market
at Formula 1 speed

Cerence ARK Assistant

Cerence ARK Assistant features and highlights

Today, more half of U.S. adults have used voice in their vehicles. It is now an expected part of the driving experience for most users. As automakers have to innovate at unprecedented speeds to meet these expectations, Cerence ARK Assistant allows them to quickly develop and offer an exceptional experience and content for drivers and passengers with minimal customization.

Building on our deep expertise in speech recognition and automotive AI, Cerence ARK Assistant delivers a robust human-machine interface (HMI) with comprehensive voice-based capabilities. With it, automakers can now create an outstanding experience for their drivers and passengers with personalized access to music, navigation, news feeds, and more—all with minimal customization or tuning.

Opportunity	Problem or pain point	Solution
Operating system	Incompatible operating systems lead to management issues	Cross OS platform product
Time to market	Long lead times for integration and implementation	Out of box, pre-packaged product for accelerated deployment
Language support	Limited availability of different languages	Language support for Mandarin and U.S. English with roadmap for growth to cover worldwide growth
Customization	Long lead times and controlled by solution vendors	Flexible tools and architecture to allow customization within set bundles
Cost-efficiency	Higher cost to use and deploy third-party content	A total solution out of the box within a pre-integrated ecosystem
Mobility	A variety of domains that lack focus on the in-cabin experience	Deep consideration of proper domains and user experience, such as embedded vehicle controls
UI & UX design	Lack of focus on user experience and voice interaction	Rich user-centric design thinking from the beginning



“To support this mission, a localized in-car experience is critical. Cerence’s unparalleled languages and deep understanding of voice in the car makes them a key long-term partner as we continue to innovate.”

– Shen Zi Yu, Vice President of Geely Research Institute, CEO of ECARX