

Cerence Automotive Platform

Accelerated deployment of a world-class voice assistant

Helping automakers quickly deploy in-vehicle voice assistants to meet growing consumer demand

Today, more half of U.S. adults have used voice in their vehicles. As it has become an expected part of the driving experience, OEMs must innovate at unprecedented speeds to exceed expectations by delivering a smart, humanized voice assistant in the vehicle. The Cerence Automotive Platform allows OEMs to develop an exceptional experience and content for drivers and passengers quickly and effectively.

The Cerence Automotive Platform combines in-car technology and cloud services to help automakers accelerate the time required to create a voice assistant, which historically requires development cycles of up to 24 months. It also 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.

Building on deep expertise in speech recognition and automotive AI, the Cerence Automotive Platform delivers a robust human-machine interface (HMI) with comprehensive voice-based capabilities. With it, carmakers 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.

Features

- **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. The Cerence Automotive Platform is truly interoperable and open.

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Benefits

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	Broad language support 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

**Bring voice assistants to market
at Formula 1 speed.**