

# Cerence Assistant

## A turnkey voice assistant with Automotive DNA

Across vehicle classes, there is a growing need for onboard AI solutions that can be installed quickly and updated continuously. As consumer demand for connectivity continues to rise, OEMs need cost-effective, secure options that can deliver powerful in-car user experiences without the need for extensive custom development. Cerence Assistant leverages state-of-the-art conversational AI technologies to deliver OEMs in-car assistants that are built for the automotive use case. By incorporating the latest large language models, including OpenAI's ChatGPT and Cerence proprietary models, it ensures the delivery of detailed and relevant responses. Powering everything from driver assistance and navigation to entertainment and everyday chit-chat, Cerence Assistant's hybrid approach makes it a fully customizable tool that aids OEMs in providing future-forward experiences.

### HOW IT WORKS:

Cerence Assistant runs directly on a vehicle's headunit, seamlessly integrating with both onboard sensors and third-party cloud applications to enable contextual, conversational experiences for drivers.

Cerence Assistant is available with a standard feature set that gives OEMs broad coverage of essential use cases, allowing for faster integration time and reduced cost. Additional feature sets and service extensions, including a wide array of applications, are available through the Cerence Cloud and custom integration options.



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## CERENCE ASSISTANT CAPABILITIES

**Core Automotive Domains:** Advanced sensor integration allows drivers to use Cerence Assistant to voice control what's happening inside the car, from entertainment selections and climate controls to advanced driver-assistance systems.

**Navigation:** Cerence Assistant is available to our customers with powerful embedded and cloud navigation use cases and comes pre-integrated with navigation providers or with the option to easily integrate with a navigation provider of their choice. By leveraging Generative AI, users can interact with the in-car navigation by e.g., saying:

- I need to buy a universal adapter (provides a picklist of electronic stores)
- I am craving for the best pizza in town – can you recommend me something at my destination? (provides a picklist of pizza restaurants, sorted by rating)

**Natural interactions:** Leveraging ChatGPT's large language model, it can provide relevant responses to nearly every query imaginable, making in-car chitchat a lot of fun. And by using the latest in generative AI, the assistant understands and can respond to natural conversational comments, such as opening the sunroof when a driver says, "it would be amazing to look at the stars."

**Cloud Domains:** Cerence Assistant uses state-of-the-art cloud solutions to provide users with powerful use cases across weather, media, and communication domains. Users also have access to the latest news related to stocks, sports, events, along with a range of other utilities. The cloud also enables smart fuel, parking, and EV charging applications.

## THE CERENCE ADVANTAGE

**Automotive DNA:** Cerence pioneered the in-car assistant and offers the deep domain knowledge necessary for OEMs to confidently deploy future-forward AI experiences.

**User-centric and personalized design:** Customizable wake-up words (WuW), text-to-speech voices, domain enhancements, and integration to a wide array of applications from Cerence Cloud ecosystem.

**Worldwide region and language coverage:** Enables contextual experiences across geographies.

**Control and ownership:** OEMs retain ownership of their customer data, customizes brand experiences, and strengthen customer relationships.

Give drivers a powerful in-car AI experience – today.