

Cerence Tour Guide

Bringing a guided view of the outside world into the car

Today, it's not only enough for a voice solution to provide drivers the ability to navigate and control certain aspects of their vehicle. Now, drivers are always looking for new AI-powered possibilities and capabilities.

Cerence Tour Guide enriches drivers' experiences and makes auto travel more interesting and fun, giving drivers all the benefits of high-quality, professional audio tour guides onboard and enabling them to plan trips or explore spots on the go. Cerence Tour Guide also benefits OEMs by offering new business opportunities to sell experiences and content to drivers.

With Cerence Tour Guide, drivers receive information from the automotive assistant regarding points of interest based on their preferences or about all the exciting places along their journey. It also gives them the ability to book experiences, including restaurants, museums, and other attractions, directly through the car's assistant. Cerence Tour Guide offers multiple configurations to allow for different driver preferences and multiple business models.



“This will make my trips more enjoyable and make me feel more secure while traveling because the app offers me many options based on what it is that I want to do.”

—Source: Cerence study

CALIFORNIA

San José

 **1 h 35m**
89.6 miles

 **5 h 15m**
282 miles

Los Angeles

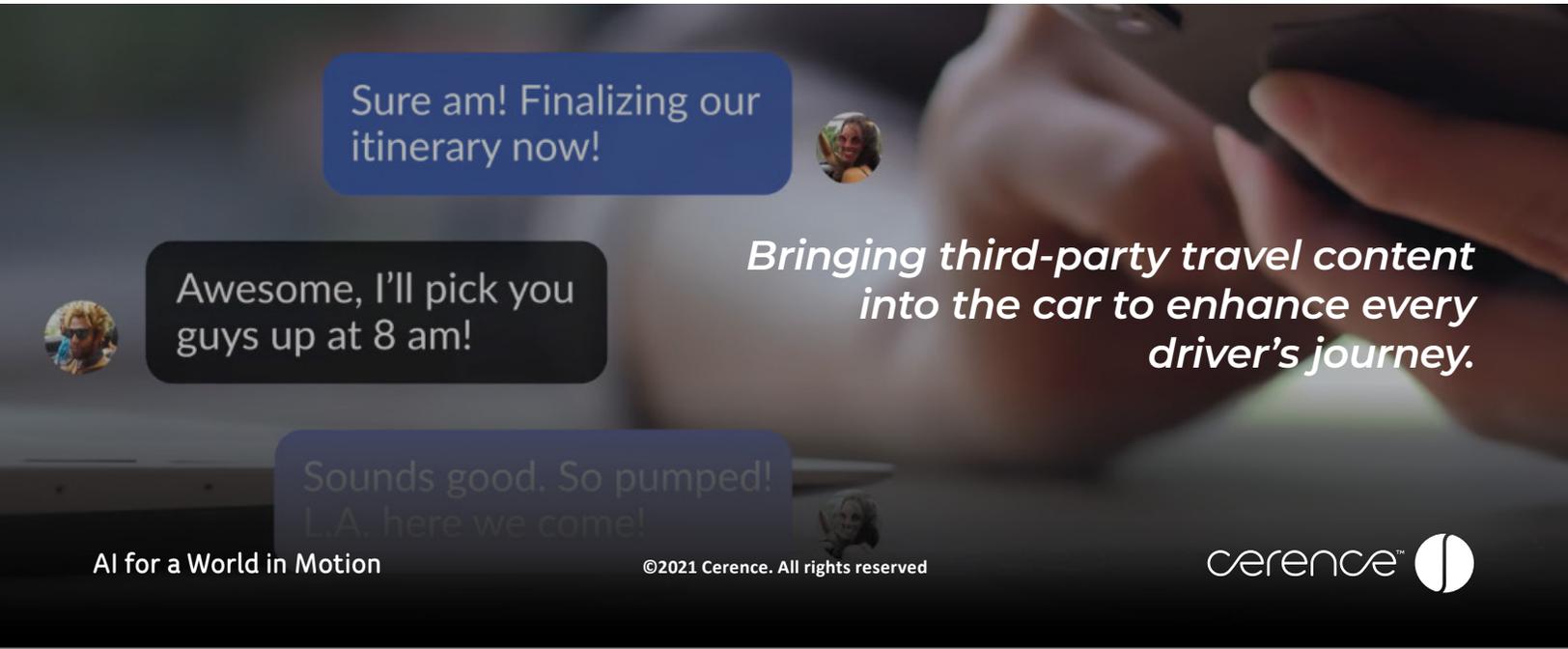
Cerence Tour Guide

Features and Benefits

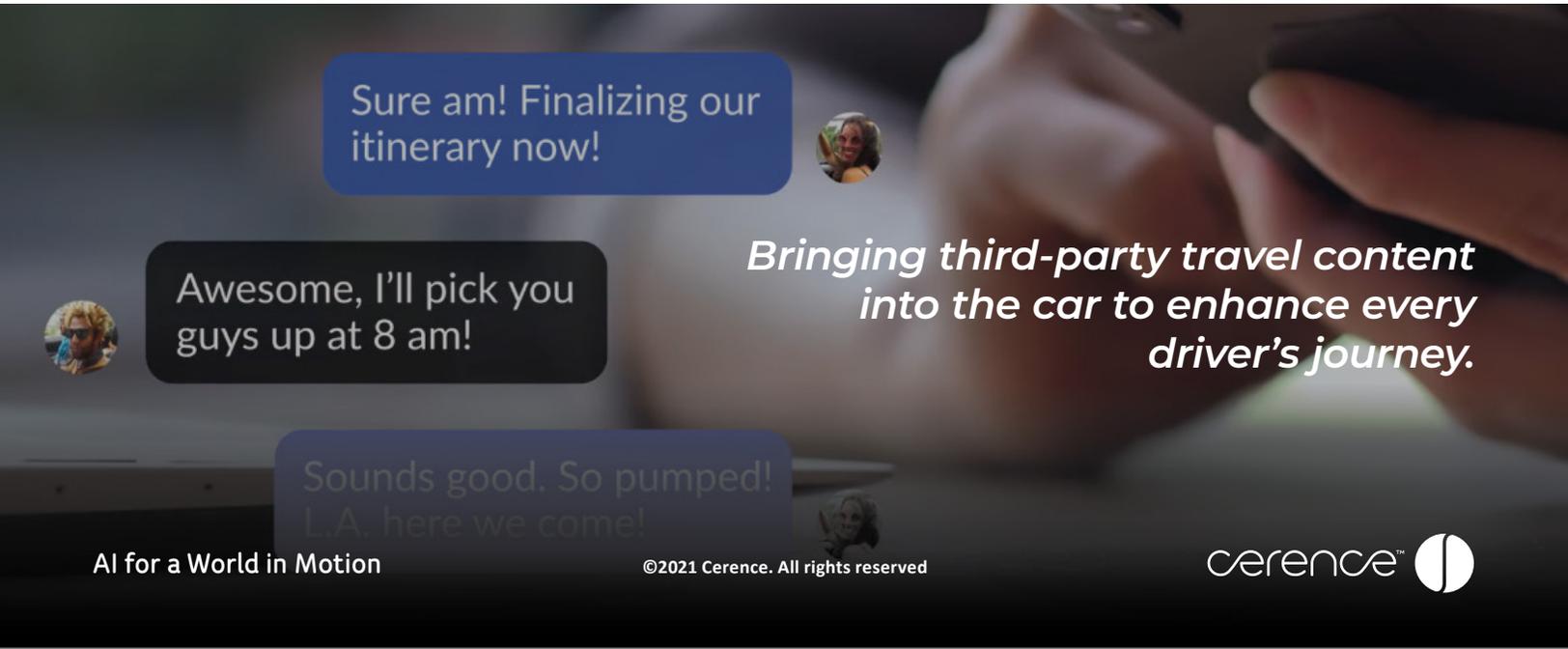
Cerence Tour Guide is available in two modes: Planned Tour and Explore Mode. Planned Tour enables drivers to do just that: plan a journey – from hour-long sightseeing trips to multi-day experiences – and get valuable insight and information from sources like Road.Travel along the way. Explore Mode enables drivers to get information as they go, based on pre-set preferences like information categories and amount of information to receive.

Both modes include:

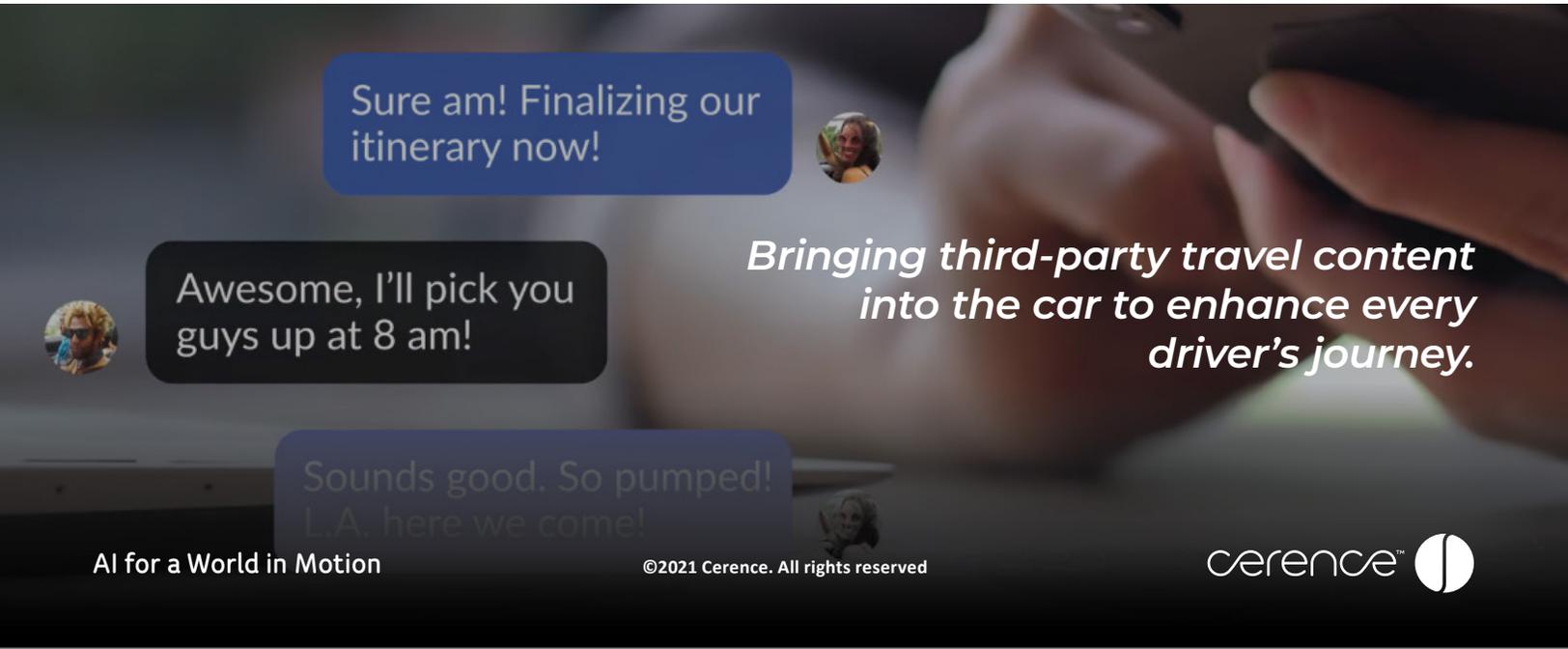
- **Alerts and descriptions:** Cerence Tour Guide proactively alerts drivers with points of interest they may encounter on their drives, starting a conversation based on parameters like user preferences and location.
- **Information selection:** In “Explore” mode, Cerence Tour Guide dynamically selects points of interest based on relevance, category, the availability of content, and user preferences.
- **Neural Text to speech (TTS):** Information about points of interest may be available as native audio or in text form. Text information will be converted into audio using Cerence’s latest neural TTS technology.
- **Graphical elements:** In addition to audio content, Cerence Tour Guide also has the ability to display visual elements when it is safe for the driver to view them.
- **Follow-up dialog:** In “Explore” mode, point of interest information will be relatively and necessarily brief to preclude information overload. Drivers can then say, “tell me more,” and the system will provide additional details as available.
- **Interaction timing:** Drivers can select how often Cerence Tour Guide engages them. This is also driven by the density of interesting sights around the car as well as safety configurations based on the car’s own sensors (i.e., when a driver is able to listen without impacting their driving performance.”
- **Language and country coverage:** Initially, Cerence Tour Guide will support English, French, Italian, German, and Spanish in the following countries: US, Canada, UK, India, France, Italy, Germany, Switzerland, Austria, and Spain – with more to follow.



Sure am! Finalizing our itinerary now!



Awesome, I'll pick you guys up at 8 am!



Sounds good. So pumped! L.A. here we come!

Bringing third-party travel content into the car to enhance every driver's journey.