



- TechTalk **SMART MOBILITY**

The background of the slide features a complex network diagram with white nodes and lines on a grey background. Overlaid on this are several orange dashed lines that curve across the slide, and a series of orange diamond shapes forming a path at the bottom.

eTravel.companion: ***A CONTEXT-SENSITIVE ASSISTANT ENABLING A SEAMLESS SERVICE INTEGRATION***

Jean-Yves Le Gall, Head of Research & Advanced Engineering France, Continental

**Digital assistants
shape the future of
Human Machine
Interaction...**





**Consumer Electronics set the pace of technology,
but complementary solutions are required for the automotive.**

**Seamless
integration**

**Data privacy &
Distinctive brand experience**

**Automotive
applications**

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Personal and contextual media to support the driver along his journey

- › A variety of **user centric notifications and alerts** providing **each listener** with useful information on the events to be expected **on the way**. A perfect travel companion!



An **opportunity for brands** to provide the geo-localised information needed by users. At the right time.



A **cloud-based solution** that comes with an SDK for smartphone App and can be integrated into existing infotainment systems.



Perfect integration of this contextualized content in the web radio program being aired (patent pending).







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A solution for automakers,
fleets and mobility operators



- › Anticipate the user needs by understanding his context
- › Enable seamless access to evolutive service ecosystems
- › Natural dialog experience
- › Direct and personalized link with the brand



THANK YOU!