



Cerence Collaborates with Microsoft to Develop Next-Generation, Generative AI-Powered Automotive User Experience

1月 3, 2024

The companies will work together to integrate OpenAI's ChatGPT technology through Microsoft Azure OpenAI Service and advance a next-generation, generative AI-powered in-car experience

BURLINGTON, Mass., Jan. 03, 2024 (GLOBE NEWSWIRE) -- [Cerence Inc.](#) (NASDAQ: CRNC), AI for a world in motion, today announced it is collaborating with Microsoft to deliver an evolved in-vehicle user experience that combines Cerence's extensive automotive technology portfolio and professional services with the innovative technology and intelligence of Microsoft Azure AI Services.

As a first step, Cerence and Microsoft have collaborated to deliver a curated, automotive-grade implementation for users to access OpenAI's ChatGPT model through Microsoft Azure OpenAI Service in their vehicles. Through the companies' collaboration, automotive OEMs and their customers will benefit from Cerence's deep vertical expertise and footprint in transportation combined with Microsoft cloud capabilities, creating a holistic user experience through seamless integration into automakers' voice and touch user interfaces.

Cerence plans to deploy these new capabilities to new vehicles with Cerence Assistant, the company's flagship in-car assistant platform, enabling automakers to deliver added value post-purchase and upgrading the user experience with myriad knowledge domains and real-time data.

Stefan Ortmanns, CEO, Cerence, explained, "By combining our deep vertical expertise in transportation with Microsoft's large language model capabilities, we will transcend the sum of our parts, together delivering a robust solution that makes generative AI-powered innovation more accessible to automakers as they navigate incredible transformation in the industry."

"Generative AI has the potential to fundamentally change the way we interact with the car through natural language. With Cerence's deep automotive expertise, we are together well positioned to support automakers in creating highly differentiated customer experiences," said Dominik Wee, Corporate Vice President, Manufacturing & Mobility, Microsoft.

Looking to the future, the two companies are working together to combine the best of two worlds for both OEM partners and drivers, using Cerence's hybrid technologies in combination with Microsoft's cloud services to offer a unique in-car experience. This collaboration will enable powerful new user experiences, while preserving the automakers' differentiation and unique customer relationships. In addition, Cerence Assistant can be empowered by advanced Microsoft content and online services, including Azure Maps and continuously updated over-the-air with regular service updates powered by Azure.

To learn more about Cerence, visit www.cerence.com, and follow the company on [LinkedIn](#) and [Twitter](#).

About Cerence Inc.

Cerence (NASDAQ: CRNC) is the global industry leader in creating unique, moving experiences for the mobility world. As an innovation partner to the world's leading automakers and mobility OEMs, it is helping advance the future of connected mobility through intuitive, AI-powered interaction between humans and their vehicles, connecting consumers' digital lives to their daily journeys no matter where they are. Cerence's track record is built on more than 20 years of knowledge and 475 million cars shipped with Cerence technology. Whether it's connected cars, autonomous driving, e-vehicles, or two-wheelers, Cerence is mapping the road ahead. For more information, visit www.cerence.com.

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Source: Cerence Operating Company