SoundHound AI
Automotive

SOME CARS HAVE A HIGHER IQ THAN OTHERS.

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About SoundHound AI

We believe every brand should have a voice and every person should be able to interact naturally with the products around them—by simply talking. SoundHound's independent voice AI platform connects people to brands through customized conversational experiences that voice-enable products, services, and apps while giving companies access to their valuable data and analytics for greater control and brand ownership of the customer experience. www.soundhound.com/about

SoundHound AI
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SoundHound Chat AI Automotive

Exceptional User Experiences

Voice Generative AI that's unlike anything drivers have ever experienced before.

The breadth of Large Language Models meets two decades of voice AI research and development with SoundHound Chat AI Automotive. Delivers the fastest, most up-to-date voice generative AI experience to drivers whether they're looking for general information, real-time data, or controlling their car.

Are there any live events happening in San Francisco this weekend?"

What Can It Do?

Offers a safer, more engaging, more convenient driving experience.

Turn the AC to 68 and fan speed to 3.

Vehicle Control
Adjust heating, windows, media, and more. Controlled by SoundHound's car control domains.

Find an Italian restaurant nearby with valet parking.

Navigation, Maps, Local Search
Get turn-by-turn directions. Handled by SoundHound's Navigation domain.

Play U2 on Spotify.

Media & Entertainment
Easily listen to all your apps/podcasts or hear guided tours. Powered by ChatGPT.

Real-Time Info
Ask about today's events or the latest news. Enabled by Perplexity.

Car Knowledge
Check your model specific manual. Supported by SoundHound's Vehicle Intelligence.

General Discussion
Talk about birthday gift ideas or historic buildings. Powered by ChatGPT.

Shopping
Find out where to buy something. Managed by SoundHound's POI cloud domain.

Voice Commerce
Order and pay for food on the go. Done. Our vision for a voice commerce ecosystem.

![SoundHound AI Automotive logo]

My tire is low, what is the PSI I need to fill it up to?"

Global Reach

Your car, now fluent in 25+ languages.

English	French	Spanish	Korean
Portuguese	German	Swedish	Mandarin
Arabic	Italian	Russian	Hindi
Czech	Norwegian	Hebrew	Tamil
Danish	Polish	Japanese	Bengali
Dutch			

Enhancing Safety and New Use Cases

Reduce driver distraction

Create customer delight

Improve automaker customer satisfaction

Always - on Hybrid Edge + Cloud Connectivity.

Embedded for flexibility. Cloud for depth. Combine them, and you've got a voice AI that's both lightening-quick and always ready information, real-time data, or controlling their car.

See SoundHound Chat AI Automotive in action:

SoundHound Chat AI Automotive

Perplexity Integration Announcement

V-Commerce Vision
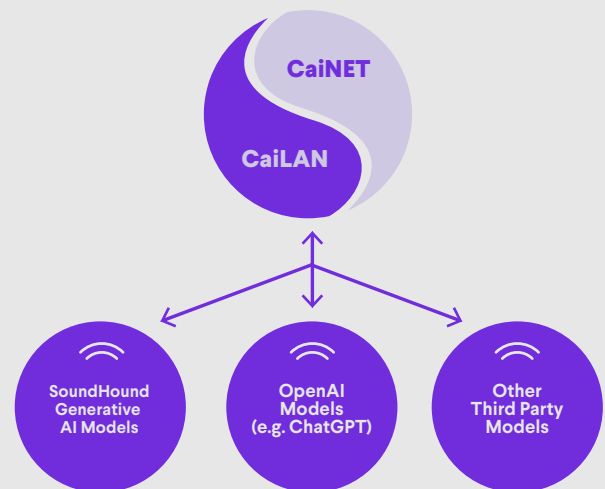
Active Arbitration™

SoundHound's CaiNET™ software uses machine learning to enhance how domains work together to better handle complex queries including natural language processing, predictive analytics, and building language models, or translation of speech.

SoundHound's proprietary CaiLAN™ software expertly arbitrates responses so users get better answers from the right domain.

Talk to One of Our Experts.

Visit SoundHound Automotive for more information.

"Hello, CAR. My low fuel light just came on, navigate me to the nearest gas station."

Wake Word

Get a custom voice experience that lets customers ask for your assistant by name. Our advanced machine learning, deep neural networks, and audio detection technology deliver highly accurate results. SoundHound's custom models eliminate false positives, maximize wake word performance, reduce user frustration, deepen engagement, and boost brand loyalty.
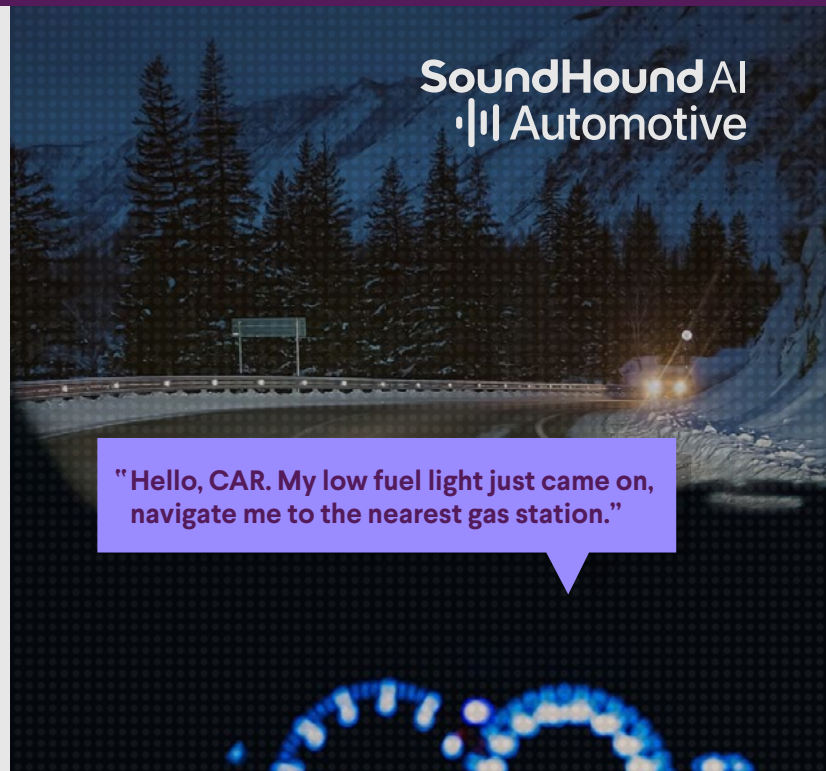
Features

Flexible Wake Words
One phrase or many, you decide. Hello, Car, Hey Sedan, or even Wake up Roadster. Your voice, your choice.

False Positive Suppression & False Negative Avoidance
High accuracy in recognizing the right wake phrase.

Easy Integration
SDK for mobile, library for everything else. Plug in, power up, and get talking.

Siri Support
Launch Siri hands-free in your car.

Languages
25+ and counting. If drivers can say it, we can wake to it.

Custom Wake Word
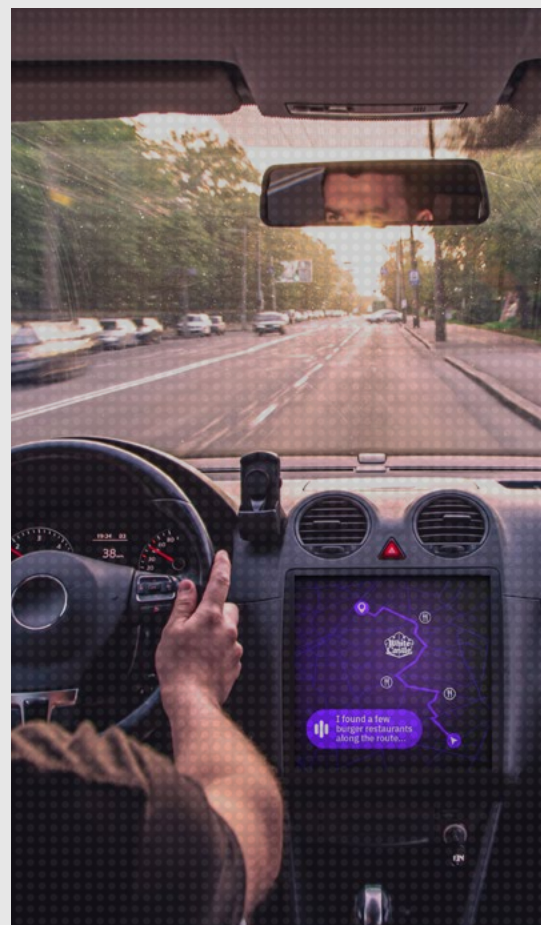Brand it your way. Your users call out your brand name.

Biometric Speaker ID
It knows who's talking and responds accordingly.

Locally Embedded
Cloud or no cloud, it works. Fast responses, always.

How We Work

Fast Time to Market
Weeks, not months. We'll build you a prototype to try before you buy.

Ongoing Optimization
We don't set it and forget it. We make it better.

Complete Customization
Your brand in their voice.

Wake Word Details

	Premium
Product Development Duration	Up to 14 weeks (including data collection)
Languages	25+ languages
Data Set	Extensive, thousands of cleaned data
Feature	False positive suppression, Biometric Speaker ID, Alexa certified
Supports	Single Phrase and Multiple Phrases

The Technicals

Runs on
Linux, Android, iOS, Windows, Mac (pretty much anything with a chip). Don't see yours? Ask us.

CPU use
Minimal (your smartspeaker has enough power to run it).

Memory
2-6MB (that's nothing these days)

"Hey CAR, I'm hot, can you turn on the AC."

SoundHound AI Automotive

Who's Using Wake Word

We've developed wake words for Peugeot, Citroën, Opel, Vauxhall, Jeep, Togg (and more).

Togg
Stellantis

Talk to One of Our Experts.

Visit SoundHound Automotive for more information.

Generative AI Integrations

Our proprietary approach enhances how LLMs, public, and private domains work together to better handle complex queries and expertly arbitrate responses so users get the best possible experience.

"What is the price of gas in San Francisco this week compared to last week?"

Perplexity Integration
Real-time info, from the internet

Ask "How do gas prices compare to last week?" and get live data plus context. Then say "Navigate to the nearest station" and it populates a route for you. No more stale or hallucinated responses.

ChatGPT Integration
Responses to a vast range of questions

Combine real-time info with ChatGPT-style responses. Pose all sorts of questions and get comprehensive answers as it enriches peoples' lives while on the move. 50% of drivers say they'd likely use this (see the full study we conducted).

Vehicle Intelligence
Your car's features, explained naturally

Your customers can ask about any vehicle feature conversationally. The system knows the entire vehicle manual. No more frustrated customers flipping through booklets or PDFs. You can update this info anytime, ensuring users always have current data.

BrandID
Marketing approved, driver adored

Customize the assistant with our BrandID tool. Your marketing team can define how it should answer specific questions. The entire interaction aligns with your brand guidelines and voice.

Brand Personality
Your authentic voice

Create a unique personality for your assistant to reflect your brand's character and engage users authentically. Tailor each personality by adjusting its energy, vivaciousness, complexity, and formality to set the perfect tone from the outset.

Seamless Transition Between Commands
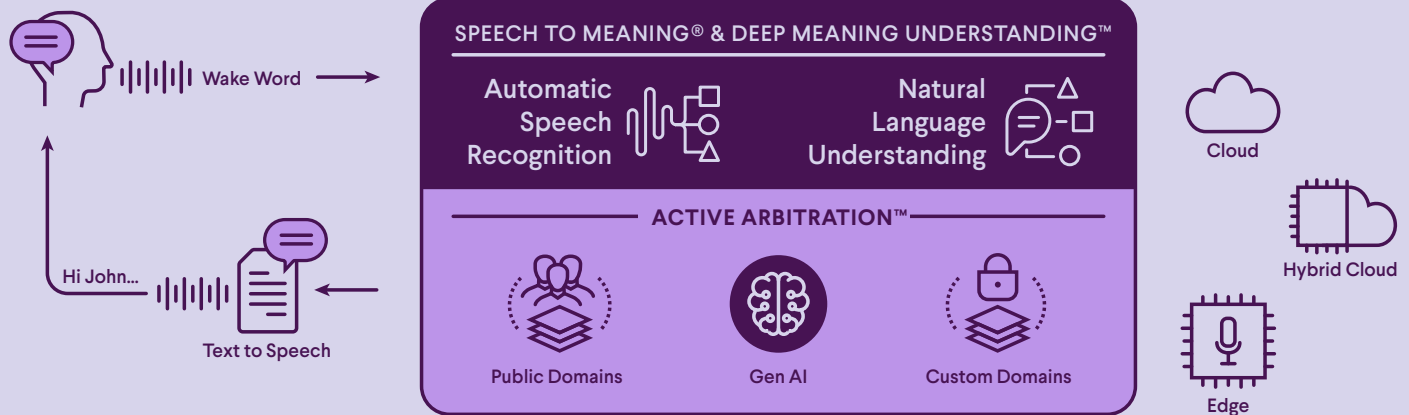**Switches gears in conversation as smoothly as your transmission**

Users can easily switch between vehicle controls, general questions, and back again. The flow feels natural and intuitive.

SoundHound Voice AI Platform

The most advanced independent voice AI platform on the market is built from the ground up with a combination of proprietary technologies that enable the most exceptional voice experiences for drivers.

Wake Word

Hi John...

Text to Speech

SPEECH TO MEANING® & DEEP MEANING UNDERSTANDING™

Automatic Speech Recognition

Natural Language Understanding

ACTIVE ARBITRATION™

Public Domains

Gen AI

Custom Domains

Cloud

Hybrid Cloud

Edge

"**What are the polls saying about the upcoming elections in the UK?**"

See SoundHound Chat AI Automotive in action:

SoundHound + Perplexity

SoundHound + NVIDIA

SoundHound + ChatGPT

Talk to One of Our Experts.

Visit SoundHound Automotive for more information.

SoundHound AI Automotive

Key Technologies

We've blended our leading proprietary voice AI technology with large language models and private data domains to create the smartest, most capable in-car voice assistants drivers have ever experienced.

SoundHound Chat AI Automotive

Benefit from a fine-tuned set of integrations, seamlessly interacting with each other to provide the best results. Get responses from our own domains as well as Perplexity, ChatGPT, and Vehicle Intelligence. Our unique AI Customization features such as Brand ID and Brand Personality finish our offering in a tailored, unprecedented experience.

"**Roll up the windows and find me Asian restaurants, except Chinese and Japanese, within 3 miles of Union Square, with at least 3 stars, that are currently open and have free parking.**"

ASR & NLU: Understanding Meaning from Speech

Our integrated approach turns speech into actionable commands with unparalleled accuracy.

- ASR uses Speech-to-Meaning® technology to convert speech to text
- NLU employs Deep Meaning Understanding® to interpret user intent
- Works in tandem from the first word spoken for faster processing
- Handles complex queries and multiple questions simultaneously
- Processes both spoken and text-based inputs
- Delivers quick, precise responses to intricate requests
- Filters results on the fly for more relevant answers

Cutting-Edge TTS Technology

"Wow, that sounds human."

- Cloud-based solutions for ultimate flexibility
- Compatible with mobile, desktop, IoT, automotive, and smart home devices
- Neural TTS: Deep learning models for natural, human-like speech
- Concatenative TTS: High-quality pre-recorded segments for clarity and precision
- Proprietary Neural TTS with expressive capabilities

Extensive Voice Library

Pick a personality for your car.

We partner with industry leaders, we can enable TTS and combine everything to offer a vast array of high-quality voices.

Always - on Hybrid Edge + Cloud Connectivity.

Embedded for flexibility. Cloud for depth.

Combine them, and you've got a voice AI that's both lightening-quick and always ready information, real-time data, or controlling their car.

Houndify: Build Your Own AI

Build and deploy your own conversational assistant with our powerful tools.

- Access a library of pre-built content domains
- Customize commands to fit your specific needs
- Create voice-enabled apps and services
- Brand ID
- Brand Personality

Cloud-Based TTS

Flexibility meets scalability.

We offer cloud-based TTS solutions, ensuring seamless integration across various infrastructures:

- ✔ Mobile devices (iOS and Android)
- ✔ Desktop applications (Windows, macOS, Linux)
- ✔ IoT devices
- ✔ Automotive systems
- ✔ Smart speakers and home assistants

Automotive Integration

We also assist our automotive partners in integrating our TTS products into various platforms, including:

- ✔ In-car entertainment systems
- ✔ Navigation systems
- ✔ Voice-activated controls

Wake Word

Give your car's voice assistant its own name, enhancing brand identity and user experience.

- ✔ Utilizes machine learning and deep neural networks for high accuracy
- ✔ Minimizes false positives, reducing user frustration
- ✔ Customizable to fit your brand
- ✔ Improves engagement and brand loyalty

Knowledge Domains

With our 100+ domains we handle basic commands to complex queries- your car's got answers.

Car Control
→ Adjust climate, seats, windows, and more.
→ "How do I turn on my windshield wipers?"
→ Managed by SoundHound's CarControl domains.

Phone & Messaging
→ Make calls or send messages hands-free.
→ "Text Alex on mobile I am running late."
→ Handled by our Phone domain.

Entertainment
→ Control radio, music, and media playback.
→ "Play the latest album by Taylor Swift"
→ Powered by Radio and Music domains.

Navigation
→ Get directions to any destination.
→ "Navigate me to the nearest electric vehicle charging station"
→ Enabled by SoundHound's Navigation domain.

Weather
→ Check forecasts worldwide.
→ "Will it be raining at 3pm on Friday near the Golden Gate Bridge?"
→ Supported by our Weather domain.

Local Search
→ Find nearby services and attractions.
→ "Show me nearby restaurants open now excluding Italian."
→ Managed by SoundHound's Local Search domain.

Generative AI
→ Ask about anything, from famous landmarks to stock prices.
→ "What year was Abraham Lincoln born?"
→ Powered by LLMs.

Car Knowledge
→ Understand your vehicle's status and needs with plain-language.
→ "How long can I drive when the gas light comes on?"
→ Handled by our Vehicle Intelligence domain.

Global Reach Your car, now fluent in 25+ languages.

English	Danish	Italian	Swedish	Japanese	Hindi
Portuguese	Dutch	Norwegian	Russian	Korean	Tamil
Arabic	French	Polish	Hebrew	Mandarin	Bengali
Czech	German	Spanish			

What Makes our Tech Work:

Learn more about the AI technologies that are making cars smarter than ever:

Key Technology
Automatic Speech Recognition (ASR)
Natural Language Understanding (NLU)

Talk to One of Our Experts.

Visit SoundHound Automotive for more information.

SoundHound AI
Automotive

"I am new to this car. Walk me through the basic A/C settings."

"Sure! To adjust the temperature, use the climate control knob here. You can also set the fan speed and airflow direction. For automatic climate control, press the 'Auto' button, and the car will adjust settings for you."

SoundHound Chat AI Automotive Customization Tools

Deliver a seamless, personalized voice AI experience that connects with users, reflects your brand's tone, and builds trust – all while unlocking new opportunities through AI-driven customization.

AI Customization Features

Brand Personality

Define how the assistant responds to key brand questions. Customize wake phrases and handle sensitive topics. Tailor the assistant's personality (e.g., playful, serious) and adapt the assistant to user behavior, offering timely suggestions.

SaaS Model for Continuous Updates

Through SoundHound's SaaS model, automakers can continuously evolve and update the assistant with new features and capabilities added over time to meet branding changes and customer needs.

Data Analytics

Track key metrics like user engagement, feature usage and retention. Use real-time data to continuously improve assistant performance and create a more personalized driving experience.

Brand ID

Automakers can tailor the voice assistant's responses to match their brand's character. Predefine answers to common and sensitive questions, adjust messaging for seasonal campaigns, and support multiple languages and question variants. With an AI personality layer, automakers can further refine their assistant's personality and tone, guided by SoundHound AI's advisory services.
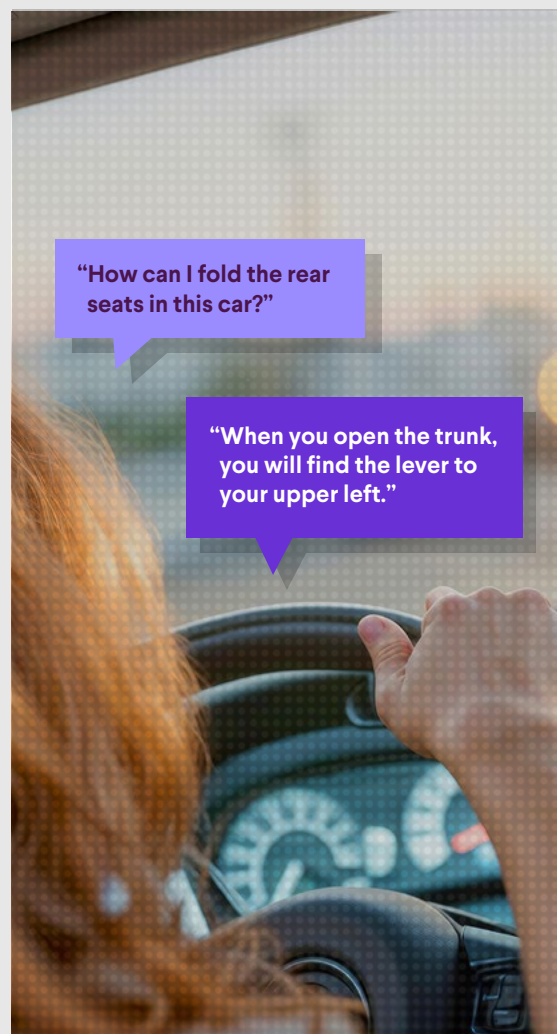
Onboarding and Education

Offer a personalized onboarding experience that includes custom greetings, proactive tips on the voice assistant's capabilities, and seamless access to the car's manual. This ensures drivers quickly adopt and regularly use the voice assistant.

"How can I fold the rear seats in this car?"

"When you open the trunk, you will find the lever to your upper left."

"Hey, can you help me in German?"

"Natürlich! Wie kann ich helfen?"

"Alright and in Spanish?"

"¡Claro! ¿En qué puedo ayudarte?"

Why AI Customization Matters

Basic AI tools are widely available now, like the internet once was.

Deep integration and tailoring are needed to unlock value for businesses.

Users will adopt AI as part of daily life if it solves real problems.

Understanding users is key to solving their problems effectively.

Future Features & Releases

End User Personalization
Future updates will let users personalize voice, personality, and proactive hints. Users will control how much assistance they receive.

Habit Learning
The assistant will soon be able to learn user preferences over time, adapting proactively to their needs, but only if the end user chooses to enable this feature.

Recent Partnerships & Launches

SoundHound Chat AI Automotive has already been integrated into vehicles from Alfa Romeo, Citroën, Peugeot, Opel, and DS Automobiles, offering advanced AI-driven voice assistants for their customers.

Talk to One of Our Experts

Visit SoundHound Automotive for more information.

SELECTING FEATURED PLATFORM PARTNERS

AI-Enabled Voice Commerce Ecosystem

SoundHound AI Automotive

"**I want to order burgers for dinner, what restaurants are on my way home?**"

Vehicles with SoundHound AI technology: **10M+** by the end of 2025 **25M+** by 2029

HYUNDAI | KIA | GENESIS | DODGE | Jeep | STELLANTIS | CHRYSLER | LUCID

Offer In-Car Ordering Experience
Delight customers with the hands-free convenience of ordering food by voice.

Exposure to Millions of Drivers
Get featured to drivers through AI-enabled personalized suggestions.

Boost Incremental Revenue
Unlock a new revenue stream from drivers powered by our AI assistant.

Increase Customer Retention
Drive repeat orders with system-generated suggestions based on customer habits.

Elevate Customer Engagement
Engage customers with innovative sponsorship and promotion opportunities.

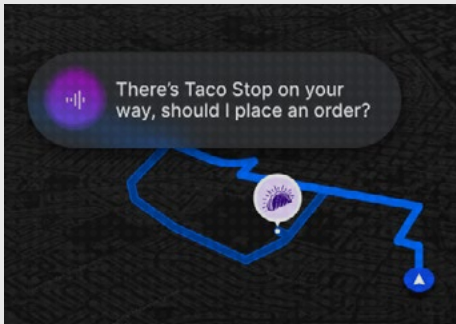### Collaboration Opportunities with OEMs
Partner with car manufacturers to leverage new opportunities and revenue streams.

How It Works

In-car voice assistant gives a driver **suggestions of restaurants** featured on the platform.

A driver **orders and pays hands-free**, simply by speaking to an AI assistant.

The customer arrives to pick up their order using **flexible pickup options.**

Talk to One of Our Experts
Visit SoundHound AI for more information.

Want to learn more?
V-Commerce Vision

SoundHound AI
Automotive

SoundHound AI

Want to learn more about SoundHound AI Automotive?
Visit SoundHound.com