



FORWARD WITH FORD 2011

Emerging Technologies

Information addiction and the need for a constant Internet connection is running rampant in today's society, fueling the convergence of the vehicle – where Americans spend an average of three hours a day – and the smartphone. Ford is taking a leading role in developing in-car connectivity solutions such as Ford SYNC® that are designed to empower people with safer access to their mobile devices and cloud-based information and services while they drive.

MyFord Touch

Ford has combined a variety of technologies into one powerful, intuitive, connected driver experience called MyFord Touch.™ This in-vehicle connectivity system replaces many of the traditional buttons, knobs and gauges. With more voice commands, steering wheel-mounted controls and clear, crisp, customizable LCD screens, drivers can easily choose which information is front and center through a button click, voice command or touch-screen tap.



10,000 voice commands



Working with Nuance, Ford is using voice recognition as the primary user interface, helping connected consumers maintain their productivity in the car in a smarter, safer way. Ford SYNC recognizes more than 10,000 voice commands. SYNC has been installed on more than 3 million cars, trucks and crossovers. 85 percent of SYNC owners report using voice commands when using the system.

Working with industry leaders



Ford has its own SYNC developer community and is courting ideas for in-car apps from more than 2,500 app developers. Ford has become a leader in developing in-car connectivity technologies, working with industry leaders such as Microsoft, Nuance, Gracenote, Telenav, HD Radio and Sony.

SYNC AppLink



Smartphone apps now number 600,000 and counting. SYNC® AppLink™ is an industry-first software application that gives SYNC users hands-free voice control of their smartphone apps, letting them launch apps such as Pandora internet radio quickly and safely.

DID YOU KNOW?

- As of 2010, 77 percent of the U.S. population uses the Internet; 38 percent of U.S. cellphone users access the Internet from their phone
- A recent study shows 58 percent of children ages 2 to 5 know how to play a computer game