



# 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