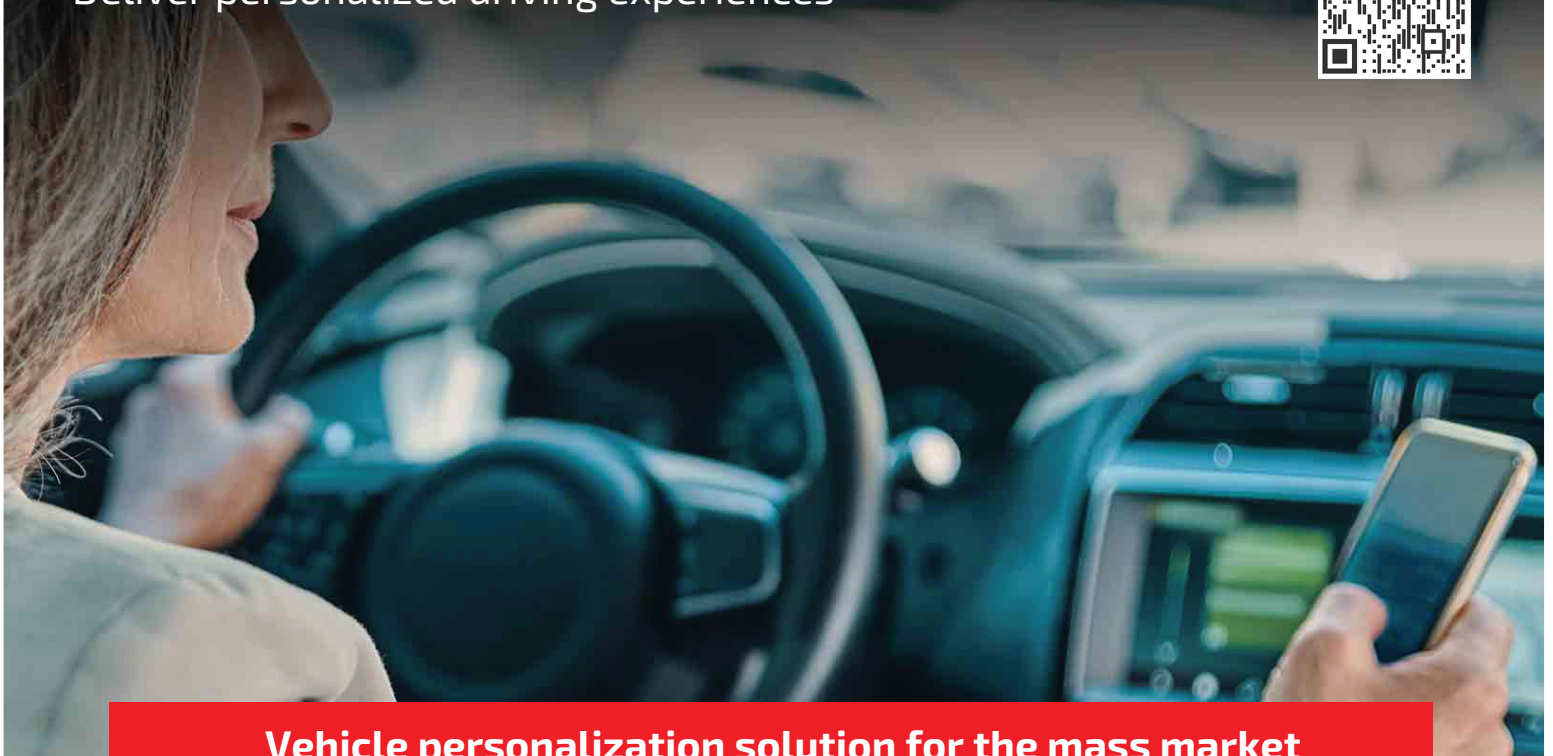# Vehicle Personalization Solution
Deliver personalized driving experiences

Vehicle personalization solution for the mass market

Software-defined vehicles are expected to deliver continuously fresh and personalized user experiences. To achieve this, automakers will need software solutions that support rapid and iterative enhancements, even to those already shipped and sold.

Add vehicle personalization to any class of vehicle

Deploy simple yet powerful routines for customers to automatically configure their vehicles based on driving conditions and individual preferences.

Let drivers easily customize their in-vehicle experiences

Create intuitive, user-friendly apps for smartphones, in-vehicle infotainment (IVI) systems, and the web, putting the power of personalization directly in the hands of vehicle owners.
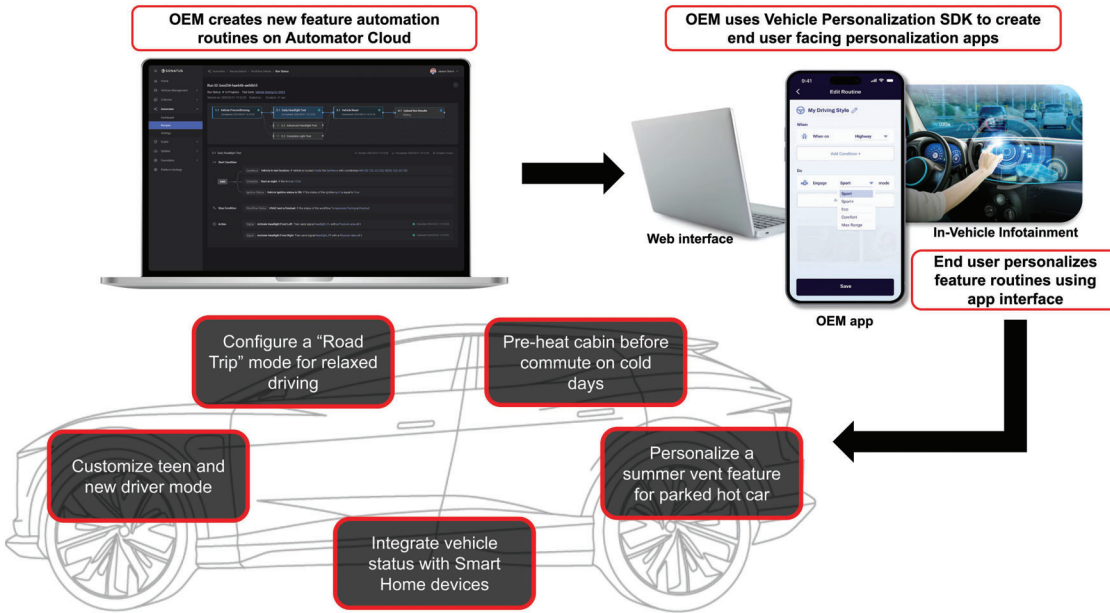
Continually delight customers with customizable features

Enhance vehicle personalization for end-users by continually adding new feature routines, without new code development or costly OTA updates.

Vehicle Personalization Solution overview

The Sonatus Vehicle Personalization Solution enables automakers to seamlessly add customizable features to mass-market vehicles. The Solution includes Sonatus Automator and an application SDK, allowing OEMs to create intuitive and user-friendly personalization apps for smartphones, IVI systems, and web interfaces.

Add personalization features without new code

- Define routines with various triggers and actions
- Triggers respond to in-vehicle signals and external events
- Actions invoke vehicle functions or interact with external applications

Create apps that let users customize vehicle features

- Design apps with intuitive "if-this-then-that" style tasks
- Deploy apps for smartphones, IVI systems, and the web
- Empower end-users to customize their automation routines

Continuously introduce new features and experiences

- Use customer research and feedback for new ideas
- Prototype and deploy new ideas at any point in the vehicle's lifespan
- Add feature-on-demand type offerings for instant activation

Standards Supported

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