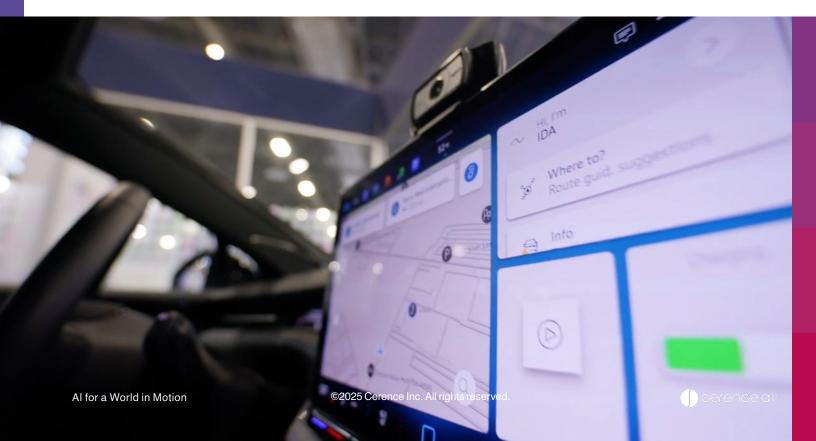# Cerence Chat Pro

Automotive-Grade, Large Language Model Integration

Generative AI and large language models (LLMs) are opening a new frontier for user interaction, enabling more human-like engagements across a range of use cases. As automakers look to leverage the power of generative AI tools like ChatGPT for the automotive environment, certain challenges can emerge – from losing control of the in-car experience to managing costs that can come with expansive deployments.

Cerence Chat Pro helps OEMs seamlessly and cost-effectively integrate LLMs, including ChatGPT, into their existing automotive virtual assistants. Powered by deep learning and strong generalizability of utterances, Cerence Chat Pro enriches the driver and passenger experience while establishing necessary safeguards to protect and maintain OEM brand identity.

HOW IT WORKS:
Cerence Chat Pro is a cloud service that expands the conversational capabilities of the in-car assistant. It enables Q&A on virtually any topic by leveraging both the existing Cerence library of common in-car inquiries and the vast intelligence of LLMs to help answer open-ended questions. Because the system only pulls in the LLM when necessary, overall deployment cost is optimized. While integration and rollout require minimal effort from OEMs, they retain full control over the user experience. The Protection Layer ensures robust content moderation by filtering inappropriate language, such as profanity or sensitive topics, to align with brand and audience expectations. Complementing this, the Custom FAQ feature empowers OEMs to fine-tune user interactions by creating tailored responses for specific topics, ensuring a more personalized and engaging experience.

AI for a World in Motion

Cerence Chat Pro

CAPABILITIES

Advanced In-Car Entertainment: Enhances conversational experiences for drivers and passengers by generating engaging content for everyday chitchat. Whether drivers want a story about dinosaurs for kids in the backseat or the latest updates on Taylor Swift's albums, the virtual assistant delivers naturally flowing conversations that keep everyone entertained. Open-ended questions are answered in a fun and personalized way, creating memorable interactions.

Intuitive and Natural Navigation: Existing navigation systems are enhanced with the expansion of utterance understanding. A driver can ask about an ingredient for a recipe they are planning, and the virtual assistant can respond to that inquiry by providing directions to a nearby grocery store. Open-ended inquiries are understood and answered with relevancy akin to a human conversation.

Puts OEMs in Charge of the User Experience: Generative AI is kept aligned with brand identity through advanced tools such as the Protection Layer, which filters out inappropriate or sensitive topics to ensure safe and brand-consistent interactions. Additionally, the Custom FAQ feature allows OEMs to adapt answers to open-ended questions and craft responses tailored to their audience. This ensures every interaction is safe, enjoyable, and uniquely representative of the brand.

THE CERENCE ADVANTAGE

Cerence AI is committed to staying at the forefront of AI technology, ensuring that our customers and their end users always have the best user experience.

- Generative AI World Knowledge + Full control of NLU

- Co-existence with cloud domains + Arbitration support

- OEM designed personas + Answer customization

- Real-time API access + Feedback loop

- Seamless AI Evolution: Continuous updates to the latest AI models (e.g., transitioning from GPT-3.5 model to the GPT-4o-mini model) with advanced prompt engineering to deliver a superior user experience and cost efficiency for OEMs

Innovation designed for the road.

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