

Cerence Look

Offering a humanized way to interact with your surroundings while behind the wheel

Take the voice assistant experience to the next level with Cerence Look. The solution combines novel environment reconstruction, existing hardware, and car sensor data to deliver information about points of interest along a driver's route. Now, drivers can now simply look at a building and ask the automotive assistant for information about it – and the assistant will speak about it, like a human copilot with lots of facts and insight. This leads to a faster, more productive way of gaining knowledge while on the road.

For example, a driver can:

- Look at a hotel and ask, **“What’s that place?”** followed by **“Is it expensive?”**
- Gaze at a landmark like Boston’s Fenway Park, for example, and get information by simply asking, **“Tell me about that building.”**
- Look at a café and ask, **“Is that place open?”**

Cerence Look improves any drive and eliminates the need to manually look up information about stores, restaurants and cafes, hotels, landmarks, etc. seen along the drive.

- Cerence Lookt also delivers powerful interaction with the car itself, enabling drivers to simply look at a dashboard icon or warning light and inquire about its meaning and recommended actions. For example, a driver could look at a low tire pressure icon and ask, **“what does that icon mean?”** or **“what’s my tire pressure?”**. Cerence Look offers control of certain in-car features like windows and sunroofs via gaze; drivers can say **“lower that window”** while looking at the passenger side window, for example.



Features and Benefits

- **Natural, human-like interaction**

Cerence Look raises the bar on the in-car experience, providing an entirely new way of interacting with the outside environment from within the car and giving drivers a faster and more productive way of learning about the world around them. Taking intelligent interaction one step further, drivers can simply look at an icon or warning light and ask about its meaning and potential issues

- **Novel 3D environment reconstruction**

Cerence Look leverages 3D environment reconstruction outside the car combined with our advance AI and fusion engine to provide insight on the driver's interaction. The system recognizes the driver's visual and verbal focus during the interaction time and based on this information can enable novel applications.

- **Ready for Autonomous Vehicles**

In autonomous vehicles, the passenger experience becomes the priority. Cerence Look will not only allow effortless engagement with the landscape, but also provide various types of alerts to improve safety by combining vibration, visual cues, and auditory prompts to tell drivers when to take the wheel.

