

# Nuance Brings a More Human Experience to Connected Cars and Consumer Electronics at CES 2016

## **Nuance Showcases How Voice and Language Drive Greater Usability and Human Connections with Technology in the Home and Behind the Wheel**

Burlington, Mass. and Las Vegas – January 6, 2016 – [Nuance Communications, Inc.](#) is showcasing how conversational voice and language experiences are changing the way that people engage with connected cars and consumer electronics at the 2016 Consumer Electronics Show. Located at the Wynn Las Vegas, Nuance is demonstrating how automotive manufacturers, device makers, and developers can leverage the most advanced customizable voice, language and touch technologies to bring a more human experience to their cars, products, apps, and services.

Voice interfaces have become an expectation for consumers over the last year, and with that comes a growing demand for specialization, as carmakers, device manufacturers, and developers need to better differentiate themselves in an increasingly competitive market. Nuance's technology portfolio is uniquely built to address this need, with solutions that are fully customizable for the provider and more personal for the consumer.

### Conversational Experiences for the Connected Car

The connected car will again be one of the most popular topics at CES, with leading automakers and Tier-1 suppliers displaying their latest innovations.

As the range of services available in the connected car increases, so too does the complexity. Nuance is demonstrating how it reduces that complexity through fully integrated, automotive-grade solutions that simplify the way that drivers engage with in-car systems. These solutions, such as those featured in [the new BMW Group 7Series infotainment systems](#), offer a level of usability unmatched by other offerings for the connected car.

Nuance is also demonstrating its vision for the future in-car virtual assistant with the Dragon Drive Automotive Assistant. [Named a 2016 CES Innovation Awards Honoree](#), the Dragon Drive Automotive Assistant offers a range of proactive capabilities that are fully integrated into the car's system and designed to meet a driver's needs.

Both the BMW Group 7Series and the Dragon Drive Automotive Assistant will be on display at the Wynn.

### Specialized Voice Experiences for Consumer Electronics and the Internet of Things

The number of consumer electronics that feature a voice interface continues to grow at a rapid rate, but with this growth comes the need for developers and device makers to have the flexibility to customize these capabilities. Whether it's [a new home appliance](#) or a device or application that leverages [the Nuance Mix developer platform](#), voice interfaces [need to be customized for specific devices and apps](#) to provide the best possible experience for consumers.

Nuance's "Mixologist" team will be demonstrating how fast and simple it is to develop a specialized voice interface for any device or application for the Internet of Things with Nuance Mix.

### A Personalized Experience for Television Content Discovery

Nuance is demonstrating an enhanced Dragon TV solution, which makes the television experience incredibly personalized with the use of voice biometrics capabilities. People can develop their own user profile and home screen via voice after the TV identifies them. From there, they can use their voice to develop a watchlist containing movies and shows in their queue and a library of favorite channels. This is combined with new search functionality to continually update proactive lists of recommended content, based on a person's search and viewing history – all available on their custom home screen.

Nuance is also demonstrating [how its joint initiative with Rovi](#) gives Dragon TV an end-to-end experience for content discovery through voice, including the ability to not only search for actors, titles, and genres, but continually refine searches to find more specific content (such as "Find comedy movies"... "Only with Bill Murray"... "Only from the 80s").

"Voice and natural language will be among the most impactful technologies of the year ahead, and Nuance is uniquely positioned to make these solutions available to automakers, device manufacturers, and developers in the manner that best meets their needs, to ultimately deliver a more personal and human experience for consumers," said Mike Thompson, executive vice president and general manager, Nuance Mobile.

Connect with Nuance at CES 2016

To learn more about Nuance's solutions or to meet with Nuance at the show, please contact Rebecca Paquette at [rebecca.paquette@nuance.com](mailto:rebecca.paquette@nuance.com).

Media information and multimedia collateral are available via the [Nuance CES Press Kit](#).

Join the conversation by following Nuance on Twitter at [@NuanceMobile](#) and [@NuanceInc](#), and subscribing to the [What's next blog](#).

## About Nuance Communications, Inc.

Nuance Communications, Inc. is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit [www.nuance.com](http://www.nuance.com).

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