

# SoundHound AI Voice-Enables New Vehicle Intelligence Domain For Instant Hands-Free Access To Car Manual

Artificial intelligence lets drivers ask their car questions about features, maintenance, or repair using natural speech

SANTA CLARA, Calif.--(BUSINESS WIRE)--Oct. 12, 2023-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, today announced a new Vehicle Intelligence domain that lets users of its in-vehicle voice AI platform access the car manual using natural speech. The new domain follows the recent launch of [SoundHound Chat AI for Automotive](#), which is currently being piloted in vehicles.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231012352435/en/>



Vehicle Intelligence lets users of SoundHound's in-vehicle voice AI platform access the car manual using natural speech (Graphic: Business Wire)

As technology develops, car manufacturers introduce more features every year – making car manuals increasingly complex. But in a fast-paced, digitized world drivers want instant access to information about their vehicle without having to pull over or spend

time leafing through a physical manual. SoundHound's voice-enabled Vehicle Intelligence domain uses artificial intelligence and large language models (LLMs) to provide answers to almost any question about a car's functionality, maintenance, or repair – completely hands-free.

SoundHound's Vehicle Intelligence domain leverages information from the manufacturer's car manual and allows drivers to use regular conversational language to ask questions like [\[view demo here\]](#):

- *Can I start the engine remotely with my keys before getting in the car?*
- *What does the "auto hold" button do?*
- *How do I see how much further I can drive with my current gas amount?*
- *Is there a way to adjust the height of the trunk door when it's open?*
- *I see a flashing light that looks like a car battery and I'm not sure what that means?*

The in-car verbal response is generated using SoundHound's voice AI, which draws upon Generative AI and vehicle-specific data to provide an instant, reliable answer that saves the user time and effort. The Vehicle Intelligence domain is the latest addition to SoundHound's library of over 100 existing information domains – ranging from flight times to stock prices, weather, restaurant availability, and more – and can be activated in vehicles using SoundHound's best-in-class voice AI platform.

*"This is the shortcut every driver has been waiting for," says Mike Zagorsek, Chief Operating Officer at SoundHound. "Text-based manuals are so critical, and yet searching through them can be an arduous process. Now, thanks to our cutting-edge AI technology, we've made that process as simple as asking a question to the in-vehicle voice assistant."*

The first release of SoundHound Vehicle Intelligence can make any vehicle manual accessible via voice queries, with new features that allow drivers to verbally request real-time updates (like tire pressure or oil levels), and even proactive maintenance information (e.g. a verbal warning that fuel/battery is low, followed by details and navigation to the nearest gas station/chargepoint) to be added.

Vehicle Intelligence uses a combination of Generative AI and real-time vehicle information to deliver fast, accurate responses to almost any query, including maintenance, safety, settings and customization, special features, vehicle systems, and general troubleshooting.

Thanks to SoundHound's proprietary arbitration technology – developed for the SoundHound Chat AI platform – Vehicle Intelligence also avoids misleading "AI hallucinations" associated with some Generative AI responses.

SoundHound currently works with 20 vehicle brands globally to provide fast, accurate in-vehicle voice AI. To learn more about our automotive technology, visit [SoundHound.com/voice-ai-solutions/automotive](https://www.soundhound.com/voice-ai-solutions/automotive).

## About SoundHound

SoundHound (Nasdaq: SOUN), a global leader in conversational intelligence, offers voice AI solutions that let businesses offer incredible conversational experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators across automotive, TV, and IoT, and to customer service industries via groundbreaking AI-driven products like Smart Answering, Smart Ordering, and Dynamic Interaction™, a real-time, multimodal customer service interface. Along with SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, SoundHound powers millions of products and services, and processes billions of interactions each year for world class businesses.

## Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. These forward-looking statements include, but are not limited to, statements concerning our expectations regarding the adoption of our new products, including adoption of the Vehicle Intelligence domain by vehicle manufacturers and ultimately by car drivers and adoption of SoundHound Chat AI for Automotive and our ability to add new features and updates to our Vehicle Intelligence domain, including the ability to verbally request real-time updates and proactive maintenance regarding a user's vehicle. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. As a result, readers are cautioned not to place undue reliance on these forward-looking statements. Our actual results may differ materially from those expressed or implied by these forward-looking statements as a result of risks and uncertainties impacting our business including, our ability our ability to successfully launch and commercialize our new products and services, our market opportunity and our

ability to acquire new customers and retain existing customers, the timing and impact of our growth initiatives, level of product service failures that could lead our customers to use competitors' services, the effects of competition, including price competition within our industry segment. technological, regulatory and legal developments that uniquely or disproportionately impact our industry segment, developments in the economy and financial markets and those other factors described in our risk factors set forth in our filings with the Securities and Exchange Commission from time to time, including our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. We do not intend to update or alter our forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

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