

## **Uconnect Access Via Mobile Amps Up Chrysler Group's In-Vehicle Connectivity**

- Introducing Uconnect Access Via Mobile – the upgradeable app enabler
- Delivers wide range of rich Internet radio content
- Personalization capacity enhances vehicle ownership experience
- Complements Chrysler Group's acclaimed Uconnect Access system

January 6, 2013, Las Vegas - Chrysler Group is pumping up the volume for 2013 by adding Internet radio capability to its acclaimed Uconnect Access suite of in-vehicle features.

Introducing Uconnect Access Via Mobile, which builds on the Uconnect brand's philosophy of sensible connectivity management to accommodate in-vehicle enjoyment of popular Internet Radio apps.

"The Uconnect team at Chrysler Group is committed to delivering connectivity solutions that enable drivers to further enjoy the in-vehicle experience without compromising the task at hand, which is driving," says Marios Zenios, Vice President-Uconnect Systems and Services. "Our introduction of Uconnect Access Via Mobile is consistent with this goal."

Uconnect Access Via Mobile, featured here at the 2013 Consumer Electronics Show, arrives this year. Vehicle applications will be revealed closer to launch.

The new feature – which accommodates updates – integrates Aha, iHeart Radio, Pandora Internet Radio or Slacker Radio apps with the vehicle's Uconnect Access system. Content is streamed through the customer's existing smartphone data plan, leveraging the high-quality sound systems featured in all Chrysler Group vehicles equipped with Uconnect Access.

Content personalization is easy. With Pandora, for instance, drivers can register their preferences by hitting the app's familiar buttons – "thumbs up" or "thumbs down" – which are displayed on the touch screen.

Similarly, with Slacker Radio, favorites can be identified using the "Heart" button. And tunes that try a customer's patience can be blocked using the "Ban" button.

iHeartRadio users can personalize their listening experience by saving their favorites in "My Stations" and using iHeartRadio's exclusive Discovery Tuner to control variety.

In addition, steering-wheel controls enable song-skipping.

Apart from the functionality of Uconnect Access Via Mobile, the apps themselves enrich the ownership experience by bringing into the vehicle their own distinctive menus of information and entertainment:

### **Aha™ by HARMAN**

Aha makes it easy to instantly access more than 30,000 stations of audio content including leading internet music services, internet radio, news, entertainment, audiobooks, Facebook and Twitter newsfeeds, customized "Hungry," and "Coffee," stations, weather and more. Aha continually adds and curates new stations and content spanning from mainstream to niche. With so much content to choose from, Aha offers something for everyone.

### **iHeartRadio**

iHeartRadio, Clear Channel's all-in-one, digital music service is now specifically designed for use in-vehicle with in-dash integration, providing safe and easy access for users to listen to their favorite stations from across the country

as well as create their own custom stations. With more than 15 million songs and the top live radio stations in America, iHeartRadio features more music backed by better music programming including the expertise of Clear Channel's leading radio programmers to give users the best custom radio experience available.

#### **Pandora®**

Pandora gives people music they love anytime, anywhere. Personalized radio stations launch instantly, with the input of a favorite artist, song, comedian or musical genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers the personalization of Pandora by using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of more than a million tracks.

#### **Slacker**

Slacker is one of the most complete music service on Earth. Enjoy millions of songs and hundreds of expertly-programmed stations on demand, online, on mobile and now through Uconnect Access via Mobile.

Uconnect Access Via Mobile represents a significant enhancement to Uconnect Access, a system already celebrated by industry watchers as the benchmark for responsible in-vehicle connectivity.

Launched on the 2013 Ram 1500 full-size pickup and the SRT Viper supercar, it features embedded wireless technology. The resulting conveniences are empowering, from one-touch 9-1-1 calling to remote door-locking/unlocking.

The in-vehicle hands-free communication system affords fully integrated cloud-based voice-recognition technology that enables Voice Texting – the transmission of original text messages via natural speech – via Bluetooth-equipped smartphones that use the industry-standard Message Access Protocol (MAP).

The same capability also supports an upgraded navigation system that accepts one-step voice-commands for destination entry, as well as voice-driven Internet searching through which vehicle occupants can locate points of interest. And once identified, a hands-free call can be placed to the POI and/or the POI can be immediately input as a nav-system destination.

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