

## MAGNETI MARELLI

### Unlocking the Key to Safer Driving

#### THE PROFILE

Magneti Marelli is an international leader focused on design and manufacturing of high-tech systems, modules, and components for the automotive industry, employing a workforce of 22,000. The company's mission is to remain a key player in the automotive components field, exploiting its skills in electronic systems for automotive active and passive safety, and to develop its customer portfolio based on providing high service levels. It provides products for a wide range of markets, including Automotive Lighting, Cofap Automotive Suspension (suspension systems and shock absorbers), Electronic Systems (instrument clusters, on board navigation, and on board electronics) and Exhaust Systems.

Headquartered in Corbetta (Milan), Magneti Marelli has industrial and R&D facilities in Italy, France, Germany, Spain, Poland, Czech Republic, Russia, Turkey, United States, Mexico, Brazil, Argentina, China, Malaysia, and, South Africa. Magneti Marelli is a supplier to many of the world's leading vehicle manufacturers, such as Citroën, Peugeot, Renault, Fiat Group, Ferrari, Ford, Volkswagen, Audi, Seat, BMW, Rover, DaimlerChrysler, GM-Opel, Porsche, Saab, Volvo, Nissan, Toyota, Suzuki, Mazda, Mitsubishi, Daewoo, Piaggio, Aprilia, and Ducati.

#### THE OPPORTUNITY

Secure vehicle operation requires that drivers keep their hands on the steering wheel and their eyes on the road at all times to remain aware of traffic conditions and ensure quick, safe response to potentially dangerous situations. Given the connection between driver concentration and overall road safety, it's no wonder that increased cell phone use by drivers is causing growing concern. In fact, many legislative bodies have gone as far as to ban conventional—or hand-held—use of mobile phones by drivers while operating a motor vehicle.

Similarly, other multimedia applications, such as car radios, CD players, and MP3 players, can distract drivers, causing them to lose focus on road conditions and the actions of drivers around them. However, despite the potential dangers, driver interaction with mobile phones and other electronic devices has become part and parcel of life in our fast-paced, information-driven world. Jam-packed schedules, longer commutes, and an increasing drive to stay connected 24x7 all contribute to longer periods of time spent in cars—time drivers wish to spend comfortably and productively.

Since even the briefest distraction can have fatal consequences, car companies are striving to provide state-of-the-art on-board information and communication systems that enable drivers to spend safe, yet productive and enjoyable time in their vehicles. As a result, leading manufacturers of high-tech automotive components and systems, like Magneti Marelli, are recognizing the valuable safety, convenience, and comfort benefits of embedding speech-enabled user interfaces into their on-board devices.

## THE SOLUTION

When Magneti Marelli Electronic Systems set out to build its RT3 on-board information and communication system with an integrated embedded speech interface, the company turned to ScanSoft for its industry-leading speech recognition software. After evaluating a number of speech technology options, Magneti Marelli Electronic Systems chose ScanSoft's VoCon® high performance voice command and control software package. Only VoCon offered the performance, functionality, and broad language support needed to interface to RT3's full-featured in-vehicle communication system, which offers the latest developments in multimedia applications, as well as connectivity to the Internet, telematics and other service providers.

With VoCon, the RT3 system enables drivers to use safe voice-activated dialing to call any phone number or contact in their phone's address book. VoCon provides a noise-robust system, rapid response times, and high speech recognition accuracy—even in adverse environments. The integration of an echo cancellation function allows drivers to place calls even when the radio or a CD is playing in the background. Plus, an optional messaging and service system provides additional features that enable drivers to check incoming SMS or email messages and send new ones—safely transforming their cars into mobile offices.

RT3's power voice commands, such as "Radio—channel 100.1" or "CD player—track 14", allow drivers to control multimedia applications while keeping their hands on the wheel and their eyes on the road. In addition to selecting radio channels and CD tracks, drivers can adjust the volume and turn the application on and off—simply by speaking simple commands. With this powerful voice interface, drivers can enjoy a safer driving experience in a relaxed environment with easy access to entertainment options.

Leading automotive manufacturers, including Fiat, Peugeot-Citroën, and others, have added the Magneti Marelli in-vehicle communication unit to their product lines. Successfully launched in the European market, the communication system is available in seven languages: Dutch, French, German, Italian, Portuguese, Spanish, and UK English. What's more, the pre-set language can be easily changed to accommodate multiple drivers who speak different languages.

## LOOKING AHEAD

Based on the success of the current RT3 system, Magneti Marelli Electronic Systems continues to use ScanSoft's VoCon products for new and advanced embedded in-vehicle applications. In fact, for its next-generation RT3 system, Magneti Marelli Electronic Systems is using ScanSoft's VoCon 3200 embedded recognition system, which adds voice control of the automobile navigation system to the current list of features. With voice-controlled navigation, drivers can enter a destination by voice—even from a very large directory list, such as the 70,000 city names within Germany. With on-board navigation systems becoming an increasingly popular option for automobile buyers, the next-generation RT3 system's speech-enabled navigation feature will offer drivers even greater safety and convenience for an enhanced driving experience.

## ABOUT SCANSOFT'S SPEECHWORKS DIVISION

SpeechWorks is the most trusted name in speech. Through its global partner network, SpeechWorks delivers field-proven applications that revolutionize the way people interact. Today, thousands of companies and millions of users around the world depend on SpeechWorks solutions from ScanSoft to deliver vital business information and simplify everyday life.

## ABOUT SCANSOFT

ScanSoft, Inc. (Nasdaq: SSFT) is the global leader of speech and imaging solutions that are used to automate a wide range of manual processes—saving time, increasing worker productivity, and improving customer service.

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