

4.screen leads the way for in-car communication with platform expansion in Germany

- 4.screen expands its footprint within the automotive industry by integrating its driver interaction platform with Mercedes-Benz vehicles in Germany.
- The premium car manufacturer chose Munich-based 4.screen to further enhance the experience for drivers.
- Drivers can benefit from added value features and an improved in-car experience.

Munich, December 8, 2022 – 4.screen is the world’s first platform designed for drivers to connect with premium brands and services via the in-car screen. Thanks to a milestone partnership, 4.screen’s innovative driver interaction platform is live in Mercedes-Benz vehicles, further enhancing the driving experience. With the 4.screen API-based solution, mobility providers can improve the user experience of their in-car infotainment and navigation systems. The result is increased usability and value for drivers of connected vehicles along with improved visibility and customer loyalty for businesses.

4.screen empowers drivers to take journeys that matter

“By connecting drivers seamlessly with their environment, we are leading the way in enabling smarter vehicles and creating a better driving experience. Germany is the first location on 4.screen’s ambitious expansion roadmap,” said **Fabian Beste, CEO at 4.screen.**

By working together with Mercedes-Benz as an innovation leader, the 4.screen interaction platform provides new features that enable drivers to safely experience dynamic content in real-time. The driving experience is enhanced through location-based suggestions for services as well as features like available charging stations, in-car offers and information on opening hours.

4.screen empowers drivers to undertake journeys that matter to them. The 4.screen Mobility Experience Cloud (MXC) allows Mercedes-Benz to connect its vehicles to relevant businesses and serves as the technical infrastructure to display valuable content to drivers.

4.screen works in full compliance with the highest legal regulations regarding safety and privacy standards. Featured content is displayed only upon the driver’s request. The system is fully compliant with the General Data Protection

Regulation (GDPR) and blends seamlessly into the background of vehicle navigation systems, enhancing the original interfaces.

Already, renowned businesses across Germany are offering exclusive and valued content to customers through the 4.screen platform. Following the German expansion, 4.screen now sets its focus on shaping the future of driver interaction in new markets around the world.

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About 4.screen

4.screen is the world's first platform designed to connect, interact, and engage with drivers. 4.screen's Mobility Experience Cloud (MXC) provides a fully standardized interface for real-time location-based interaction with every connected driver, of every car brand, worldwide. Car brands, navigation system, and mobility service providers integrate 4.screen's APIs into their systems to enable billions of interactions every day. Drivers benefit from a wide variety of useful services such as relevant in-car recommendations, better in-car content and access to exclusive offers. Businesses of all sizes - from local shops to global brands and smart cities - are using the 4.screen technology to increase the visibility of their brand or locations by offering useful content to drivers. 4.screen is headquartered in Munich and has the world's leading brands as customers. For more information, please visit www.4screen.com.