

## **4.screen partners with Audi to create unprecedented value for drivers with exclusive in-car experiences**

- 4.screen has built the world's first platform to connect, interact and engage with drivers in real time.
- Audi partners with 4.screen to enhance the in-car experience and expand its digital offerings.
- The 4.screen service integration into Audi vehicles will be launched in Germany by the end of 2022, followed by the subsequent global roll-out.

**Ingolstadt/Munich, May 20, 2022** – 4.screen is establishing a partnership with the Ingolstadt-based company to develop future innovations together. 4.screen has built a platform that enables seamless interactions between local businesses and drivers. Thanks to the 4.screen API-based solution Audi drivers can experience valuable content at the right moment on the in-car screen, upon consent, and benefit from an extensive network of partners that offer exclusive services and products, such as sponsored parking and charging.

### **The action – Taking a leap towards truly connected cars**

With the launch of the platform, Audi customers will benefit from exclusive services and enjoy an enhanced in-car experience. 4.screen has an expansive network of renowned partners that offer exclusive services and premium product offers to Audi drivers. Future use cases include free parking and recommendations from a range of well-known brands. The 4.screen platform is launched in Germany and subsequently rolled out globally. The 4.screen Mobility Experience Cloud (MXC) will be connected to Audi's systems and serves as the technical infrastructure to show additional valuable content on the navigation screen. The MXC enables Audi to provide context-adaptive AI-based recommendations to the driver. The 4.screen system, compliant with the General Data Protection Regulation (GDPR), learns which destinations are useful for drivers across the car fleets and helps drivers to see more relevant information on the in-car screen. Drivers will be able to connect with their surroundings by using location-based services and real-time premium offers, revolutionizing the way they interact with the vehicle's environment. 4.screen and Audi are partnering to deliver a broad range of useful points of interest (POIs) by integrating 4.screen's existing international business partner network.

"We are proud to be collaborating with Audi to enhance their digital product portfolio with the integration of the 4.screen MXC," said **Fabian Beste, CEO at 4.screen**. "With our strong business partners and Audi, we create exciting added value for Audi drivers."

## **The motivation – Connectivity is reshaping the driving experience**

Connectivity is an essential part of the in-car experience, it is becoming increasingly important as value-added services are the foundation for creating a premium and a seamless driving experience.

In the next five years, the number of connected cars is estimated to reach more than 470 million worldwide and the total volume of in-car interactions will grow significantly. Mobility trends like electric vehicles, car sharing, autonomous driving and connected cars are accelerating the interest for scalable, instant and on-demand interaction with drivers. Audi's goal is to spearhead and drive digital innovation. Along the partnership with 4.screen and joint development of innovative products, Audi is laying the basis for self-determined success, maintaining a superior driver experience.

### ENDS ###

## **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 driver, of every car brand, worldwide. Car brands, navigation system, and mobility service provider integrate 4.screen 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 4.screen technology to increase the visibility of their brand or location 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](http://www.4screen.com).