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MERCURY

# SYNC Overview

Ford SYNC<sup>®</sup>, developed with Microsoft, is an advanced software platform that provides consumers the convenience and flexibility to bring digital media players and Bluetooth<sup>®</sup>-enabled mobile phones into their vehicles and operate the devices via voice commands or with the steering wheel's redundant radio controls.

## Voice-activated, hands-free calling

Simply press the "Push to Talk" button on the steering wheel, and then say the name of the person you wish to call. SYNC automatically will connect with the names in the mobile phone's contact list.

## Advanced calling features

SYNC includes the same features offered on mobile phones, including caller ID, call waiting, conference calling, a caller log, contact list, signal strength icon and a phone battery charge icon – all conveniently located on the radio's display screen.

## Audible text messages

When paired to a capable Bluetooth-enabled phone, SYNC will convert text messages from your phone to audio and read them out loud. You can choose to reply from any of 20 predefined responses.

## Multilingual intelligence

SYNC is fluent in English, French and Spanish.

## Vehicle Health Report (VHR)

To create a health report, SYNC will gather relevant information from the major vehicle control modules and send it to Ford via the customer's mobile phone. The information automatically is analyzed by Ford, a report is created and notification is sent via text message or e-mail, based on customer preference.

## 911 Assist™

When a phone is properly paired, turned on and connected to SYNC – which is designed to happen every time the driver enters the vehicle with his or her cell phone – the system will be ready to assist in placing a call directly to a local 911 emergency operator should an air bag-deploying accident occur.

## Voice-activated music

SYNC's advanced voice recognition technology means when you are ready to use your phone or digital music player, just speak simple voice commands.

Browse the music collection on your digital media player, mobile phone or USB drive by genre, album, artist and song title using simple voice commands, such as "Play genre Rock," "Play" or "Play Track."

## Ring tone support

SYNC will play personal ring tones for supported phones. If you have configured unique ring tones to identify specific callers, SYNC automatically will play those, too.

## Automatic phonebook transfer

SYNC automatically and wirelessly will transfer all the names and numbers in a mobile phonebook.

## Uninterrupted connections

No need to hang up in the middle of a cell phone call as you enter your vehicle. Simply touch the Telephone Button on the steering wheel, and SYNC instantly will connect to a Bluetooth phone.



2010 Lincoln MKZ

## WHAT'S NEW: SYNC WITH TRAFFIC, DIRECTIONS AND INFORMATION

Ford's newest generation system – SYNC with Traffic, Directions and Information – leverages industry-leading voice-recognition software, integrated GPS technology and a customer's Bluetooth-capable mobile phone. Debuting this summer, it will provide simple hands-free access to personalized traffic reports, precise turn-by-turn driving directions and up-to-date information including business listings, news, sports and weather.



### Traffic

- SYNC's new traffic feature literally will save drivers time and money by providing personalized traffic reports based on best-in-class content.
- Users can receive traffic alerts via a text message, including the location and severity of accidents or new road construction, or they can visit [www.syncmyride.com](http://www.syncmyride.com) to see the latest traffic conditions around the country.

### Directions

- Drivers requesting directions now can use a variety of search criteria, including a 14-million-plus business directory to find a destination, such as a movie theater. Through a set of conversational voice commands, the user need only speak the name, category or "nearest."
- Turn-by-turn directions are downloaded to the vehicle and are spoken to the user over the vehicle's audio system and displayed on the radio.
- Like the new traffic service, directions incorporate real-time traffic information in case of a road closure or unexpected detour.

### Information

- Drivers can personalize and categorize their favorite media topics using voice commands or through [www.syncmyride.com](http://www.syncmyride.com), such as:
- Personalized sports reports featuring scores and highlights for most professional and college teams.
- Current weather conditions and forecasts based on city, state or zip code.
- News of all types – entertainment, business, top stories, sports and technology.