



SYNC

Powered by Microsoft

# SYNC with Traffic, Directions and Information



## Technology Highlights

- SYNC with Traffic, Directions and Information leverages industry-leading voice-recognition software, integrated GPS technology and a Bluetooth-capable mobile phone to deliver personalized traffic reports, precise turn-by-turn directions and up-to-date information including business listings, news, sports and weather – without the need for a built-in navigation system.
- Services are free for the first three years of vehicle ownership.
- Ford is partnering with Microsoft and other recognized technology leaders – INRIX, TeleNav, Tellme, and Airbiquity – to enable new services to connect to real-time data.



## 2011 Ford Fiesta

### Traffic



- SYNC's new traffic feature literally will save drivers time and money by providing personalized traffic reports based on best-in-class content.
- In a text message to the user's device, drivers will get the location and severity of accidents or new road construction causing areas of heavy congestion. Users also can get information at their computer, to view traffic on a map at [www.syncmyride.com](http://www.syncmyride.com), or in their vehicle.
- Traffic data provided by Inrix.

### 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 theatre. Through a set of more conversational voice commands, the user need only speak the name, category or "nearest."
- Turn-by-turn directions are downloaded to the vehicle, 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.
- Map Data provided by TeleAtlas.
- Business Search provided by Microsoft Bing.

### 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.
  - Sports information provided by Sports Ticker.
  - News provided by ABC News.
  - Weather information provided by Accuweather.

