

Ford Sync Product Brief

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A Document Overview

Ford SYNC is an agnostic software platform that connects with the vast majority of makes and models of Bluetooth-enabled cell and smart phones from all network service providers, plus digital music players and USB memory sticks. SYNC® allows customers to use their devices through simple voice commands or steering wheel and radio controls.

B Product Summary

Name: Ford Sync

Background:

- Launched in fall of 2007, first on the 2008 Focus, the most affordable Ford car at the time
- SYNC has since been installed on more than 2.5 million cars, trucks and crossovers
- SYNC will launch globally, in Europe and Asia-Pacific, in 2011 with the introduction of the new 2012 Focus
- SYNC voice recognition available in U.S. English, Canadian-French, and North American Spanish (expanding to 21 languages next year)
- In general, SYNC is installed on 70 percent of all Ford vehicles sold. More specifically, among 2010 models, it was selected by 81 percent of F-150 buyers, 85 percent of Fusion buyers and nearly 90 percent of Edge buyers

Product Definition:

- Co-developed with Microsoft on the MS Auto OS platform and uses Nuance Voice Recognition
- Combines common hardware (Bluetooth and USB) under a single operating system to facilitate flexibility across mobile phones and digital music players
- Integrates mobile phones and digital music players into vehicle audio systems using Bluetooth and USB 2.0 connections
- Microsoft OS only used in multimedia system, Not Nav

Pricing: \$395

C Availability

- SYNC, where optional, costs \$395, the same price as when it launched in 2007 (no subscription).
- On most Ford products, SYNC is optional on mid-level trim series (SEL and XLT) and standard on high-end trim series (Limited and Sport).
 - SYNC is available on the following 2010 models: Focus, Fusion, Fusion Hybrid, Taurus, Mustang, Edge, Flex, Escape, Escape Hybrid, Explorer, Explorer Sport Trac, Expedition, F-Series, E-Series, Super Duty (plus new 2011 Fiesta and Edge)
- SYNC is standard on Lincoln models including the 2010 MKZ, MKS, MKX, MKT, Navigator (plus new 2011 MKZ Hybrid and MKX)

D Standard SYNC Features

Feature	Description
Bluetooth Phonebook Transfer	• Automatically transfer telephone phonebook to vehicle (phonebook accessed from telephone)
Bluetooth Voice-activated, hands-free calling	• Push to talk dialing • Automatic phonebook interpretation
Uninterrupted connections	• If entering your vehicle mid-call, pressing the telephone button will connect your call to the vehicle audio system
Audible text messages	• Automatically convert text messages from phone to audio played over stereo system • Preprogrammed text message responses available
Advanced calling features	• caller ID • call waiting • conference calling • caller log
Plug and Play Connectivity	• Works with most Bluetooth enabled cell phones and digital media players • Works with most USB digital media players
Voice-activated music	• Browse music collection by genre, album, artist and song title using simple voice commands (e.g. Play genre Rock)
Ring tone support	• For supported phones, will play personalized ring tones
Multiple language support	• Voice command operates in English, French and Spanish
Formats Supported	• MP3, AAC, WMA, WAV and PCM
Connectivity	• Bluetooth Audio/Video Remote Control Profile (AVRCP) • Bluetooth Advanced Audio Distribution Profile (A2DP) • USB 2.0 (also charges device)
Videos (Clickable)	Bluetooth Voice Activated Music Audible Text Message Readback

E Standard SYNC Applications

Applications	Description
911 Assist™	• First launched for the 2009 model year (and available for 2008 models as dealer-installed upgrade) • Commands SYNC to use the Bluetooth-paired cell phone to make an automatic call directly to a local 911 emergency operator in an air bag-deploying incident • No subscription: Free capability for the life of the vehicle
Vehicle Health Report	• First launched for the 2009 model year (and available for 2008 models as dealer-installed upgrade) • Provides personalized report on command including vehicle diagnostics, scheduled maintenance, recall information, and dealership coupons • Information sent via data-over-voice technology using Bluetooth-paired phone and accessed through the www.syncmyride.com website • No subscription: Free capability for the life of the vehicle
Traffic, Directions & Information	• Launched for 2010 model year along with the addition of a GPS receiver as standard SYNC hardware • Delivers voice-activated, on-demand turn-by-turn directions, business search, traffic reports, and personalized information • Information services include weather, news, stock quotes, movie listings, sports scores, horoscopes, and travel connections • Leverages Bluetooth-paired and registered cell phone (smart phone or data plan not required) • Free for the first 3-years of vehicle ownership; Continued access only \$60 per year
Videos (Clickable)	Directions Business Search Traffic Personalization

F Future Features

AppLink

- Industry-first capability providing drivers access and control of smart phone apps using voice commands and vehicle controls
 - First launches on 2011 Fiesta
 - Software will be available by end of 2010 for owners via download and installation directly from www.syncmyride.com
- Compatible with Android™ and BlackBerry® smart phones (Apple® iPhone compatibility coming in mid-2011)
- First SYNC-enabled smart phone apps: Pandora Internet radio, Stitcher podcast radio, and OpenBeak (a Twitter client)
- Standard SYNC feature; no subscription necessary (owner must have compatible smart phone and data service plan)

MyFord Touch™

MyFord Touch is a holistic approach to the driver interface replacing many of the traditional vehicle buttons, knobs and gauges with clear, colorful LCD screens and intuitive 5-way buttons on the steering wheel. The second generation of SYNC evolves the device connectivity system into the operating system behind the new MyFord and MyLincoln Touch driver interface launching on the 2011 Ford Edge and Lincoln MKX. In MyFord Touch-equipped vehicles, SYNC now controls the functions of phone communications, entertainment/audio, navigation/services, and climate. Voice recognition has improved ten-fold with SYNC now responding to over 10,000 commands at the first press of the "Talk" button.

MyFord Touch, powered by SYNC, will migrate next to the 2011 Ford Explorer and 2012 Focus and eventually be available on over 80% of Ford products globally.

G Ford Research

- Post SYNC demonstration, non-Ford owners show a 3-fold increase in willingness to consider Ford
- Of SYNC owners:
 - 32% see SYNC as having played an important or critical role in their purchase decision.
 - 60% of owners use the voice commands
 - 62% are completely satisfied with 80% of heavy users completely satisfied
 - 77% would recommend - 92% of heavy users would recommend.