

GM cars to use Apple voice assistant Siri

November 27 2012



A woman displays "Siri", voice-activated assistant technology, on an Apple iPhone 4S in Taipei in July 2012. General Motors said it will integrate Apple's voice-activated software Siri in some of its cars next year to allow iPhone users to perform hands-free tasks.

General Motors said Tuesday it will integrate Apple's voice-activated software Siri in some of its cars next year to allow iPhone users to perform hands-free tasks.

GM announced at the Los Angeles <u>International Auto Show</u> it will use



the <u>Siri</u> intelligent assistant in the <u>Chevrolet Spark</u> and Sonic LTZ and RS.

"Through the cars' standard Chevrolet MyLink infotainment system, customers with a compatible iPhone running iOS 6 can direct Siri to perform a number of tasks while they safely keep their eyes on the road and their hands on the wheel," GM said in a statement.

"To further minimize distraction, Siri takes hands-free functionality even further with an eyes-free mode that enables users to interact with their <u>iPhone</u> using nothing more than their voice while keeping the device's screen from lighting up."

Drivers will be able to use the system to make hands-free calls, play songs in the iTunes library, or switch music sources from radio to iPod mode. They may also listen to, compose and send messages to people in their contact list.

Cristi Landy, Chevrolet marketing director for <u>small cars</u>, said, "Safe, easy, reliable and portable connectivity is a top priority for our customers, and Siri complements MyLink's existing capabilities to help deliver an incredible driving experience."

Apple announced earlier this year it was working with car makers to build Siri artificial intelligence technology into voice control systems in automobiles.

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Citation: GM cars to use Apple voice assistant Siri (2012, November 27) retrieved 23 June 2024 from https://phys.org/news/2012-11-gm-cars-apple-voice-siri.html

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