



Telenav and Amazon Alexa Collaborate to Bring Conversational Voice Interface for In-Car Navigation

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The Turnkey Solution for OEMs Will Seamlessly Integrate Amazon Alexa and Telenav Navigation

SANTA CLARA, Calif., Jan. 07, 2019 (GLOBE NEWSWIRE) -- Telenav, Inc. (NASDAQ: TNAV), a leading provider of connected-car and location-based services, announced it is integrating Amazon Alexa into its automotive navigation system offering. The customized turnkey solution combines Telenav's deep automotive experience and world-class navigation system with the cloud-based voice service from Amazon, expanding users' touch points beyond home and smartphone to connected vehicles. The collaboration will result in a tailored, voice-forward experience, where the touch user experience and Alexa are seamlessly integrated, providing a superior in-car experience.

The new integration is based on the Alexa Auto SDK, allowing drivers to enjoy hands-free access to the in-vehicle connected navigation system and easily ask Alexa to enter destinations, check traffic and get directions. It also allows automakers the ability to provide their customers with a more useful, continuous experience at home and on the road. Drivers with Telenav's Alexa-integrated connected-navigation system will be able to ask Alexa to make a restaurant reservation from the couch and have the destination automatically available in their vehicle. Telenav's cloud software system monitors traffic in the background and will let the driver know when to leave, helping make sure they arrive at their destination on time. Once the driver enters the car, the navigation system is ready to start the route to the destination.

"Our native integration of the Alexa Auto SDK within the Telenav connected software system provides OEMs with a turnkey solution that significantly improves their customers' overall experience, while minimizing the effort and risk of integration for the OEM," stated Sal Dhanani, Telenav Co-President, Automotive Business Unit. "Telenav is not merely adding voice-recognition software to the car, it is making voice-based services like Alexa compatible with drivers' needs and vehicle safety standards, ultimately expanding opportunities for consumers to have a single integrated voice service available at home, on mobile, and in the vehicle."

According to survey data from Autotrader,¹ more customers are making purchasing decisions based on in-car technology, and voice remains one of the more exciting technology trends in recent years. Consumer appetite for the ease and convenience of voice technology continues to grow, and this collaboration will bring Alexa into more vehicles. 64% percent of consumers say they would pay more for technology features in their next car purchase, and 87% of consumers who are likely to buy a vehicle in the next year say they plan to research the latest technologies as they shop for a new vehicle.¹ With the integration of the Alexa Auto SDK and Telenav's in-vehicle navigation systems, OEMs can introduce Alexa to more vehicles, and provide consumers with the same voice-first features and capabilities that they enjoy and use at home.

"Telenav's integration of Alexa opens the door to some intriguing opportunities for accessing content and services while driving," said Roger C. Lancot, director, Strategy Analytics. "It shows Telenav continuing to innovate around a connected navigation experience."

"Navigation is among the most popular use cases for in-car technology, and we're excited to be working with Telenav to make it easier for automakers and suppliers to support voice-first navigation through Alexa," said Ned Curic, VP of Alexa Auto at Amazon. "Using the Alexa Auto SDK, Telenav is helping make Alexa a truly integrated part of the in-car navigation system, and providing customers with a more useful, consistent experience at home and on the go."

For a private viewing of the Telenav/Alexa demonstration, please contact your Telenav representative or email Telenav at: Marketing@telenav.com

¹ Source: Autotrader.com, 2017

ABOUT TELENNAV, INC.

Telenav is a leading provider of connected car and location-based services, focused on transforming life on the go for people - before, during, and after every drive. Leveraging our location platform, we enable our customers to deliver custom connected car and mobile experiences. Fortune 500 advertisers and local advertisers can now reach millions of users with Telenav's highly-targeted advertising platform. To learn more about how Telenav's location platform powers personalized navigation, mapping, big data intelligence, social driving, and location-based advertising, visit www.telenav.com.

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