



HARMAN CONTENT PERSONALIZATION

Effortlessly access your favorite content on-the-go

With HARMAN Content Personalization, automakers can offer the best internet-based audio source in their vehicles. Users of HARMAN Content Personalization can listen to the latest episode of your favorite podcast without having to sync your smart phone, have Tweets read to you while driving, or tune in to your favorite radio stream and much more. With all your favorites organized as presets in the same list, you can access your content effortlessly. HARMAN Content Personalization is seamlessly integrated with the rest of the vehicle services offered in the vehicle infotainment center.

A Robust Solution for the Connected Generation

HARMAN Content Personalization integrates web-based information and entertainment in vehicles with the use of a simple, radio-like interface. It allows easy access and organization of favorite web content on a mobile device and seamlessly integrates the experience with the vehicle. HARMAN's state of the art technology and advanced features meet drivers' increasing demands for a better infotainment experience. Users can choose from factory installed models for a wide range of auto manufacturers, or from dozens of aftermarket units by top stereo makers. The solution can be white labeled to suit OEM branding needs.

The solution constitutes the following:

- Scalable cloud-based service leveraging the HARMAN Ignite Platform
- Mobile app Software Development Kit (SDK)
- Head unit SDK
- Technical Integration Support
- 24/7 Service monitoring
- Software maintenance packages
- 2nd level technical support
- Full Business Development Services for content partners

Top-line Benefits

- A cost efficient and single global integration for leading content providers.
- Available across the globe; wide breadth of content
- Proven success – Implemented with 17 Automaker brands and 11 different Tier One suppliers
- Unified API allows for seamless content providers swaps by country, licensing changes, trim, or consumer purchase
- Integrated with HMI - Driver familiar with interaction model, No jolting changes in screen, Automaker continues to own screen
- Account provisioning capabilities
- Modular structure enabling partial adoption of service
- Recommendation engine provides accurate suggestions to users

Why HARMAN?

Shortening Time-to-Market

Shorten your time from concept to delivery using our best practices, turn-key delivery models and rich talent pool.

Cross-platform

Take advantage of our experience in multiple industry verticals and leading platforms to rapidly exploit new market opportunities.

Global delivery footprint

Our skilled, talented engineers deliver solutions to companies like yours from centers throughout the world.

Solution accelerators

Get access to leading edge innovation and best practice by using our solution accelerators and global pool of partnerships.

www.harman.com

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Features and Benefits

Multiple integration options	<ul style="list-style-type: none">• Integration with mobile app allows for lightweight head unit application.• Direct SDK integration into head unit allows for more customization and faster HMI
Diverse station catalog	<ul style="list-style-type: none">• Single point of integration to access a catalog of hundreds of thousands of music streams, playlists, podcasts, and more• Personalized content from over 100,000 stations, including service from Deezer, Slacker, CBS, NPR, CBC, Radio Disney, and more• Easy selection of, and access to favorite stations.
Location-based stations	POI information such as restaurants, coffee, hotels, traffic, weather, fuel, sport scores and more available in a safe to consume audio format.
Availability	<ul style="list-style-type: none">• Service is available in 70+ Countries• HARMAN's state of the art technology and advanced features meet drivers increasing demands for a better infotainment experience
Contextual and relevant recommendations	Personalized recommendations based on your listening history
Content license management	Assumes responsibility of content license negotiations for automakers.
Cloud based content integrations	<ul style="list-style-type: none">• Client software can remain unchanged when new content providers are brought on-board.• New content providers added to new and existing integrations• Fix problems as they arise, instead of waiting for opportunity to deploy campaigns• Simplifies client head unit software• Proven success integrating with Google Local Search, speedcams, traffic and weather
Data services	Connectivity pipe leverages HARMAN Ignite to deliver aggregate data services to head-unit applications such as navigation POI, weather, traffic and more
Native HMI experience	<ul style="list-style-type: none">• Engage users in the automaker's domain, instead of on a smartphone platform• HARMAN Content Personalization integrates into the media HMI, maintaining a consistent look and feel for users

Partner with an industry expert

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

Visit our website at [harmanconnected.services/content-personalization](https://www.harmanconnected.services/content-personalization)

