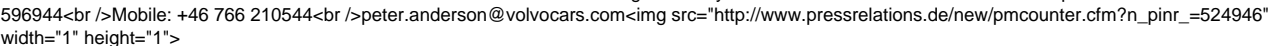


Volvo Cars launches world-first in-dash, voice-activated Spotify through Sensus Connected Touch

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Volvo Car Group today launches a ground-breaking integrated, voice activated music system through a partnership with digital music service, Spotify. The solution is fully integrated into the dash through Volvo's Sensus Connected Touch. Volvo's integration with Spotify is both voice-activated and touch enabled. The new system allows drivers to be able to stream music with a 3G/4G dongle or via the driver's mobile phone connection through their dashboard. Drivers will be able to play any Spotify track they want just by just saying its name, allowing car owners the ability to remain connected when driving. Sensus Connected Touch turns the 7-inch display into a state-of-the-art infrared, beam-scanned touch screen you can use even when wearing gloves - a world first in cars. The new technology responds to demand from drivers for consumption of music on the road, combined with Volvo's core safety value. It is easier and safer to use whilst driving, as drivers can access and operate the music system via the steering wheel and centre stack controls, without taking their eyes off the road or their hands off the steering wheel. As well as Spotify, the technology also includes access to thousands of radio stations from all over the world. The system is based on Android technology, which allows it to be regularly upgraded. Other apps accessible via Sensus Connected Touch include Google maps, TuneIn, iGO navigation and an app store for new functions and updates. Internet data can also be transferred via Wi-Fi between the mobile phone and Sensus Connected Touch and the Wi-Fi network can be shared with everyone in the car when using a dongle. Sensus is the name Volvo uses for all its HMI (Human Machine Interface) functionality and Sensus Connected Touch is a dealer-fitted accessory. It goes on sale in May 2013 and can be fitted in all new Volvos (V40, V40 Cross Country, S60, V60, XC60, V70, XC70 and S80) as well as being retrofitted in applicable used cars from model year 2011. The announcement of this new generation technology comes just days after Volvo revealed the new 60's, 70's and 80's models to the public at the 2013 Geneva Motor Show. "The intuitive user interface, a very rapid browser response and the wide choice of around 20 functions and apps are benefits that make Sensus Connected Touch outstanding compared with our main competitors' solutions," says Håkan Hellman, Product Manager Infotainment and Connectivity at Volvo Car Group. The development of Sensus Connected Touch gained momentum late in 2011 when Volvo Car Group started sourcing a powerful hardware platform with first-class functional and graphical features and the capacity to handle future expansion. The Sensus Connected Touch user has access to: Full Internet browsing (not available when driving). The open browser allows Java, HTML 5, animations and moving pictures/films. Internet streaming of music including Spotify and Deezer. Internet radio (TuneIn and Live Radio) with thousands of channels from all over the world. On-line (Google) map and search. Embedded connected 3D navigation with online traffic info and dangerous zone warnings. Free parking locator and weather information. A number of native and web applications. Applications in the driver's mobile phone can be "mirrored" in the car's display when using the Parrot Smart Link App. Appstore for new functions updates. A Volvo service locator that presents a list of nearby Volvo workshops and helps the driver to contact chosen one. "Roadtrip is another great feature that can read out Wikipedia information about interesting points along the route via the audio system," adds Håkan Hellman. Caption: Volvo Cars launches world-first in-dash, voice-activated Spotify through Sensus Connected Touch
Volvo Car Group has launched a ground-breaking integrated, voice-activated music system through a partnership with digital music service Spotify. It is fully integrated into the dash through Volvos Sensus Connected Touch solution. Media Contacts
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