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These two tech companies engineered next-level connectivity for your vehicle

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Panasonic Automotive and Ford teamed up to create SYNC® 3, the next-generation of voice-activated technology. Ford SYNC 3

Technology has gotten so advanced, we now expect any technology with a screen to be as fast and sophisticated as our smartphones.

That's particularly true in your vehicle. You can't look at your phone, but when you're driving, you still want to be able to control your navigation, music, and cell phone quickly, with hands-free technology. So when Ford Motor Company learned that drivers wanted its in-vehicle technology to deliver on their high expectations, the company turned to an expert partner to figure out how to make it happen.

Enter Panasonic. With nearly 100 years of consumer electronics experience and more than 60 years experience as a Tier 1 automotive supplier, Panasonic had already established itself as an industry-leading global supplier for in-vehicle technology, making it the perfect choice to partner with Ford.

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Before starting work on its existing system, Ford turned to its loyal customers to learn exactly what they wanted from a future SYNC. Nearly 22,000 customers were surveyed, and feedback revealed that drivers were craving an intuitive, fast, and simple experience. So Panasonic leveraged that insight to develop something even more advanced: SYNC 3, a user-friendly system that takes voice-activated technology to the next level.

Select 2016 MY Ford US vehicles feature SYNC® 3. Ford SYNC 3

With this partner-redesigned system, select Ford owners can experience the next generation of voice-activated technology. SYNC 3 features a high-performance touch screen that has a similar swipe capability as your smartphone. It has a simple user interface that lets drivers connect and access content easily from their phones while driving, and it delivers over-the-air updates — an industry first.

SYNC 3 offers optional navigation, so whether you're looking for that obscure neighborhood sushi restaurant or directions to mom's house, destination entry is easy and you can easily pinch to zoom in on location. This technology also puts your voice in control, allowing you to search music and select some of your favorite apps using SYNC® Applink™.

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In fact, SYNC 3's voice recognition software is designed so you can speak normally and be understood, which makes those hands-free calls that much easier. But it also makes impossible words like "supercalifragilisticexpialidocious" a breeze to understand. In fact, during a test with consumers, SYNC 3 was able to decipher what users were saying despite having their mouths full of food.

"Vehicles are infinitely more complicated than tablets and smartphones," says Tom Gebhardt, president, Panasonic Automotive. "But with Panasonic's history in both consumer electronics and automotive, we have the expertise to marry the two worlds and create a vehicle experience that is engaging and satisfying."

In collaboration with Ford, Panasonic created a new SYNC operating system, and Panasonic is one of only a few auto suppliers that offers full end-to-end software and hardware development capabilities to automakers.

Ford SYNC 3

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Ford SYNC 3 is a prime example of the consumer-centric approach Panasonic takes when developing solutions for customers and businesses alike. Automakers such as General Motors, Fiat Chrysler Automobiles, Toyota, Honda, Nissan, Volkswagen, and Daimler have also turned to Panasonic for their infotainment expertise. Panasonic's ability to listen, customize, and integrate solutions has led to the company becoming an industry leader in automotive infotainment, in-flight entertainment and communication systems, and display technology integration for large-scale stadiums and sports arenas around the globe.

From smart technology solutions like Ford SYNC 3 to ambitious endeavors like the eCockpit, Panasonic Automotive continues to define the future of driving. Panasonic's expertise in hardware and user-friendly software is creating a connected-vehicle experience in a way that makes drivers' lives much easier and, in fact, better. It's the same mindset that's helping Panasonic connect people with technology in almost every aspect of their lives.

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