

Cerence Sing Powered by Stingray Karaoke

An age-old pastime, reinvented

Enabling drivers and passengers to safely learn, practice and perform their favorite songs while on the go.

The act of singing in the car is as old as cars themselves. As in-car entertainment options and infotainment systems have advanced, this universally beloved pastime has remained, continuously topping the list of drivers' – and their passengers' – favorite things to do in the car.

But what if we could take this experience to the next level? How could we combine the joy of singing in the car, with the joy of karaoke? Cerence Sing powered by [Stingray](#) is a best-in-class entertainment product, with a voice-controlled and distraction-free experience for drivers, and a visually-rich experience for passengers, enabling everyone to sing and enjoy the drive.

Integrated directly with the car's headunit, Cerence Sing provides drivers and passengers with access to a full, voice-powered library of more than 100,000 top karaoke songs in 12 languages from [Stingray Media](#), the leading karaoke content provider.

Because Cerence Sing can be invoked via the in-car voice assistant, it seamlessly fits the on-the-go driving experience, providing an engaging, customized, and driver-centric experience with safety at its core.



Cerence Sing

HOW IT WORKS

Cerence Sing is available in two modes:

- **Driver mode:** 100% voice controlled, enabling drivers to request, learn, and practice songs and receive spoken lyrics and tips directly from the automotive assistant – all without any visual distractions or temptation to take their eyes off the road.
- **Classic mode:** Available only when safe, integrates a visual experience through the car's headunit and enables passengers to enjoy a more traditional, group-centric karaoke experience. They can browse and select songs both by voice and on the car's touchscreen and use lyrics display, visual cues and background videos to enhance the fun.

INNOVATIVE CAPABILITIES

Driver-Centric Design: Voice control allows driver to request lyrics, repeat sections and control playback without taking their attention off the road.

Expansive Song Library: Over 100,000 top songs from Stingray Karaoke, available in 12 languages across North America, Europe, and Asia.

Real-time playback and voice filters: As an add-on feature, driver or passenger voices can be played back in the real time through the car's stereo, either as-is or with added voice filters.

Seamless Integration: Karaoke experience fits naturally within existing in-car voice assistant engagements.

BENEFITS FOR OEMs

Safety: Driver-centric design ensures voice-only mode is used when there's risk of distraction.

Ease of Deployment: OEMs can either choose Cerence's plug-and-play, end-to-end solution or the Sing Cloud Service that includes dialogs, visual assets and APIs– both with industry-leading music content from Stingray Media.

Contro: OEMs can customize the look and feel of the user interface, enabling them to deliver a unique karaoke experience.

Competitive Edge: Stand out from the crowd by providing a fun, unique experience that customers will love.

A completely voice-controlled karaoke experience designed specifically for drivers