

Car Interfaces Drive the Voice Assistant Wars



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Description

Drivers will either be actively driving and need intelligent voice-powered assistants or will be passive passengers who will have new idle time to fill. Voice assistants will increasingly fight over the car to establish the greater relationship with the consumers.

Examples

Car interfaces have screen and interaction real estate that is becoming increasingly valuable. Consumers are spending more and more time in vehicles without having to pay attention to driving. Technology companies are beginning to target the new idle attention span that autonomous driving enables. This means marketers have more opportunity to reach captive audiences, but also indicates that voice assistants will increasingly augment the experience in cars.

As manufacturers seek to incorporate smartphones into driving interfaces, the mobile operating systems seek to build footholds in a new opportunity for captive audiences. Amazon Echo Auto, Apple Car Play, and Android Auto are examples of technology companies trying to gain a foothold in the automotive entertainment industry.

Manufacturers like Tesla are increasingly removing physical dials and replacing them with digital screens and dashboards; like in the new model 3. While the evolution to digital displays is logical, the interesting note, is that the dashboards are becoming increasingly disconnected from the physical metrics they originally represented. This is a leading indicator of the transition to vehicles as a transportation service vs a mechanical device. Transportation as a service is enabled by advances in vehicle maintenance and operation to the point where little to no mechanical knowledge is required to own or operate the vehicle.

What's Next

Platform players like Apple, Amazon, and Google will increasingly focus on integration to the car ecosystem as a new data source for customer insights and marketing. Manufacturers will seek to partner with all technology providers to ensure that they are not left behind a competitor. The ecosystem of applications available on each platform will also dictate adoption and usage as the vehicle manufacturers decide whether to compete with the tech titans in designing vehicle operating systems or give up ownership of the infotainment dashboard to third parties.

Tags

car interface **digital assistant** **voice** **voice assistant** **voice recognition**

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Rating criterion	04.06.2020
Importance	High