



PSA Group is using Sentiance technology to personalize the in-car experience in the new PEUGEOT autonomous and connected concept car

BARCELONA (SPAIN) – From 27 February to 2 March 2017, SENTIANCE technology can be seen in action. The PEUGEOT booth offers visitors of the Mobile World Congress (MWC) the opportunity to discover the world's first demonstration of its autonomous and connected vehicle: PEUGEOT INSTINCT CONCEPT, using SENTIANCE technology.

PEUGEOT will showcase how they use artificial intelligence (AI) and the Internet of Things (IoT) to enhance the in-car experience. Their new autonomous and connected concept car, PEUGEOT INSTINCT CONCEPT, leverages the contextual capabilities of the Sentiance platform to personalize the end-to-end car experience by tailoring presets and recommendations based on driver profiles and real-time context. For this, PEUGEOT has deployed the IoT Samsung Artik Cloud platform to connect everyday objects and aggregate data from connected watches, smartphones, social networks and the user's living space via home automation.

“In order to optimize the mobility experience, PEUGEOT recognizes the need for deep understanding of the driver's context, habits and lifestyle. SENTIANCE technology helps PEUGEOT INSTINCT CONCEPT to engage with their drivers when it matters most and in the most relevant and personalized way, based on behavioral profile and real-time situational context.” says Toon Vanparys, Sentiance CEO.

FROM CONNECTED CARS TO PERSONAL ASSISTANCE

Car technology has traditionally focused on optimizing the vehicle's internal functions, but attention is now turning to developing the car's ability to connect with the outside world and enhance the in-car experience. The ability to connect smartphones to the car's dashboard or infotainment system, and leverage behavioral data and real-time context awareness, opens a wide range of new use cases that can make the driver's experience more personal, practical and enjoyable.

OPTIMIZING THE CAR JOURNEY: BEFORE, DURING AND AFTER THE TRIP

Sentiance provides the intelligence to power highly contextual connected car services, by interpreting IOT sensor data into powerful behavioral insights. By leveraging these insights, car OEM and technology providers can create personalized digital experiences during the car journey, as well as deliver relevant contextual assistance pre- and post-trip. By detecting and predicting car journey context, the in-car experience can be customized to fit the needs of driver and passengers.

ABOUT [SENTIANCE](#)

Sentiance is a data science company that turns IOT sensor data into powerful real-time insights about people's behavior and context, enabling companies to enrich their customer and user data to deliver personalized and context-aware engagement.

ABOUT PEUGEOT INSTINCT CONCEPT

PEUGEOT INSTINCT CONCEPT integrates services and objects connected in a simple and fluid way, to give the driver and passengers a feeling of “augmented freedom”: the car is in step with the rhythm of their daily life. PEUGEOT INSTINCT CONCEPT relies on deep learning, a learning method for profiling its drivers.

ABOUT MWC

Mobile World Congress is the world’s largest gathering for the mobile industry, organised by the GSMA and held in the Mobile World Capital Barcelona, 27 February – 2 March 2017.

ABOUT SENTIANCE

Powering the IOU - Internet of You

Sentiance is a data science company that uses artificial intelligence and machine learning algorithms to analyze IOT sensor data in order to create a deep understanding of human behavior and context. Sentiance's clients use the platform to create new products and services that turn the Internet of Things into the Internet of You.

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