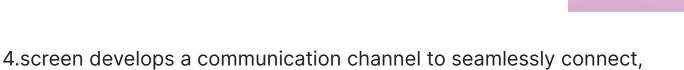


# A new way for businesses to interact with Mercedes-Benz drivers

interact, and engage with Mercedes-Benz drivers



# THE CHALLENGE

Direct communication channels between businesses and drivers, as well as related digital business models are valuable add-ons to contribute to an enhanced in-car experience for vehicle drivers. In-car screens that include interactive platforms have the potential to improve the user-experience of in-car infotainment and navigation systems. By introducing services such as enriched details about business offers or special tailored details for Mercedes-Benz's customer base, they could also contribute to a unique driver experience.

## THE SOLUTION

4.screen harmonizes the heterogeneous business world in a B2B platform, providing customer value through a standardized interface for Mercedes-Benz to integrate into its vehicles. In the pilot project with Mercedes-Benz, the partners explored the 4.screen interaction platform with the aim to provide new features, offering drivers to experience dynamic content in real-time. The experience is enhanced through location-based suggestions for services as well as features such as in-car offers and specific store information.

#### **IMPACT**

Through the pilot project with Mercedes-Benz, 4.screen were able to demonstrate driver satisfaction of their dynamic in-car content from the wide range of 4.screen's business partner network. This partnership project, which provides further customer value, is currently being expanded across further European markets.

## 4.SCREEN

4.screen's platform is offering an effective digital in-car marketing opportunity by providing a unique communication channel to reach out to drivers in a targeted and dynamic way.

4.screen is mainly targeting customers in the retail, food, fuel, charging, and parking industries. Their focus in on areas such as brand awareness, ad-tech, dooh and performance marketing.



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#### ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal - a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.





