

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

4.screen develops a communication channel to seamlessly connect, 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 is on areas such as brand awareness, ad-tech, dooh and performance marketing.



HEADQUARTERS

United Kingdom, London

FOUNDED

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NO. OF EMPLOYEES

1 – 10

WEBSITE

smartaudiotechnologies.com

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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.