

## AI for Every Car: Digital Co-Driver Device “Chris” Now Available for Pre-order on Kickstarter

*Drivers can access their digital life safely and seamlessly on the road through this sleek, interactive AI-device powered by hands-free speech and gesture recognition technology*

**BERLIN – March 28, 2017** – Millions of drivers want to stay connected to their digital life on the road, but using smartphones and handheld devices has made this largely unsafe and has increased distracted driving-related accidents\* – until now. German Autolabs, a technology startup developing IoT (internet-of-things) solutions to make driving more pleasant, convenient and human, announced [Chris](#) - the world’s first digital co-driver with Artificial Intelligence (AI).

As the “Alexa for Automotive”, Chris is an elegantly designed device that will integrate with any car on the road - no matter the age and model. Chris offers entertainment, connectivity, and navigation capabilities for drivers that is more convenient and proactive than other market offerings. Starting today, audiences globally can pre-order Chris at the early bird rate of \$170 USD on [Kickstarter](#) until May 2. Shipment and retail availability are planned for December 2017.

Holger Weiss, CEO of German Autolabs, said: “While automotive manufacturers like Tesla, Lexus, Audi and BMW pursue building connected vehicles over the next several years, consumer demand for AI-enabled technology is rapidly on the rise today. Drivers and passengers can have this AI-powered technology at their disposal now, and with a low barrier to entry both in installation and cost. Chris works in every car, regardless of the age or model.”

For the initial market offering later this year, drivers can simply attach Chris to their windshield or dashboard and connect it with their smartphone via Bluetooth, both iOS and Android available. The AI-powered device will enable drivers to send and reply messages or emails, listen to streamed music (through apps like Spotify, Apple Music and Google Play), get the latest traffic updates and navigation instructions, and make and receive phone calls using highly intelligent speech and gesture recognition technology on a glanceable full-color screen display.

Additionally, unlike other emerging voice assistants such as Siri, Cortana, Google Assistant or Alexa, Chris is specifically designed for drivers. It will offer a more human-centric user experience that proactively communicates with the driver. Chris is powered by advanced AI and NLP (Natural Language Processing) technologies that make you feel like you’re driving with a human navigator, delivering information to you when you need it most.

Patrick Weissert, CPO of German Autolabs, said: “Chris is an intelligent hands free device designed from the ground up to be operated safely in the car. Through the combination of voice, hand gestures and the display, it is easy to use and reliably does what you want it to do. Chris makes your drive smarter and safer by keeping your hands on the wheel and your eyes on the road.”

Chris will retail later this year for €299 EUR / \$299 USD, and Kickstarter backers can access limited time pricing and offers through several tiers including:

Super Early Bird: €159 EUR, approx. \$170 USD (250 available)

Early Bird €179 EUR, approx. \$190 USD (500 available)

Standard €199 EUR, approx. \$215 USD (unlimited)

For more information, visit the Chris profile on Kickstarter

<https://www.kickstarter.com/projects/germanautolabs/chris-your-digital-co-driver-with-artificial-intel>

Watch the Kickstarter launch trailer: <https://youtu.be/xKNF5aET9z0>

Like on Facebook: <https://www.facebook.com/chrisonadrive>

Follow on Twitter: <https://twitter.com/chrisonadrive>

Visit the Chris website: <https://www.hellochris.ai>

\*Dscout study: 431,000 were injured in motor vehicle crashes involving distracted driving in 2014.

### **About German Autolabs**

German Autolabs is a technology startup developing IoT (internet-of-things) solutions to make driving more pleasant, safer and human. Applying latest state of the art software technologies, interaction methods and artificial intelligence, the Berlin-based company works at a solution for consumers to connect their digital lives to every car. The founders Holger G. Weiss (former CEO, Aupeo) and Patrick Weissert (former Director Consumer, HERE) rely together on 30+ years on Automotive & Connected Car experience. For more information please visit <https://www.germanautolabs.com>.

### **+++ About the founders +++**

#### **Holger G. Weiss - founder & CEO German Autolabs**

Holger G. Weiss is founder and CEO of German Autolabs. He has over 15 years of experience managing and building technology-driven companies with innovative business models in the Future Mobility sector. He has extensive experience and expertise in the field of connected mobility. He played a vital role in the navigation software startup gate5 in Berlin, from its genesis up to its acquisition by Nokia in 2006. Gate5 was the forerunner for HERE - a map and content provider recently bought by three German car makers at a price of close to three billion Euros.

Before founding German Autolabs, Holger G. Weiss was managing director and CEO of Aupeo. Under his leadership, this music streaming startup developed into one of the leading providers of internet-based audio content for the Automotive Industry. In 2013 Aupeo was acquired by Panasonic Automotive Systems of North America.

Holger G. Weiss is a board member at various technology companies and also a Venture Partner at Target Partners - one of the leading tech VC firms in Europe. Besides his business activities he is also an enthusiastic mentor and business angel for young aspiring founders.

#### **Patrick Weissert - founder & CPO German Autolabs**

Patrick Weissert is founder and Chief Product Officer (CPO) of German Autolabs. He has over 15 years of experience developing digital consumer products. Before founding German Autolabs he was Consumer Director of the hugely successful map and navigation provider HERE. In this position, he was in charge of the worldwide digital consumer business with over 25 million users per month. Patrick Weissert was responsible for the whole product life cycle - from product development to distribution, partnering and monetization as well as the growth and revenue targets for this business sector. At HERE he led a 100-strong team of developers, product managers and designers plus marketing, partnering, and monetization experts.

Prior to working at HERE, Patrick Weissert held various managerial positions at Vodafone in the fields of global product development and business strategy. Most recently he functioned as VP Marketing & COO of Wayfinder Systems (Vodafone location service). In his position, he was in charge of the operational management of the

subsidiary and was also responsible for product development and management. Over the course of his career Patrick Weissert has founded two startups and is a mentor of Startup Bootcamp.