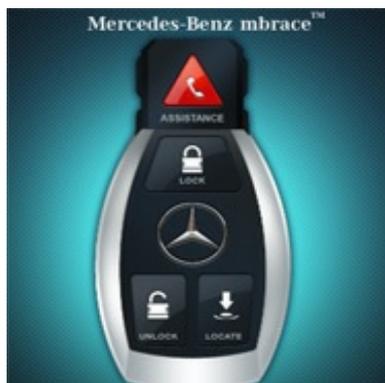


MOBILE

Mercedes uses New York Auto Show as jumping point for mbrace2

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By TRICIA CARR

German automaker Mercedes-Benz is using the New York International Auto Show to push its mbrace2 mobile application for the iPhone and Android that works in and out of vehicles as an Internet hub and a remote control to in-car technology.

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Mercedes is allowing the auto show attendees to test its mbrace2 system, which now offers new control points from a mobile app and an Internet browser widget. Mbrace2 will officially launch with the Mercedes SL, set to debut next month.

"The mbrace2 technology adds tremendous peace of mind because it is embedded with some of the latest technology that supports safety and security services," said Kevin Link, senior vice president of Hughes Telematics Inc., Atlanta.

"I don't think it is the apps that make it impressive, although that is an impressive quality," he said. "I think the most important feature is that we can continually update.

"We do not know what that next killer app is, but we have a platform that allows us to add it."

Hughes Telematics developed mbrace2 as well as the first edition, mbrace.

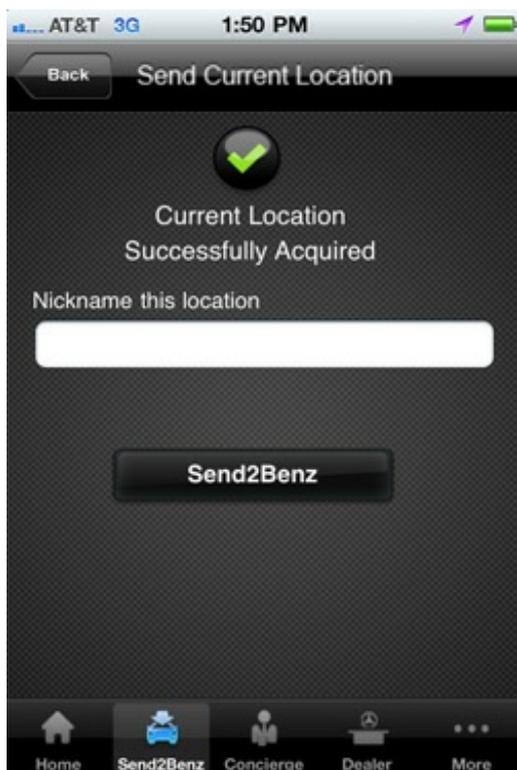
The [New York International Auto Show](#) is April 6-15.

Mercedes goes mobile

Mercedes and Hughes Telematics showed the mbrace2 system from a demonstration stand at the auto show.

At the Mercedes booth, consumers can test the functions of the in-car system and see the potential to connect with friends through the mobile app.

The app allows mbrace2 users to send location-based information to a Mercedes vehicle and send and receive location-based text messages with friends, even if they are not mbrace2 users.



Send current location feature

The updated mbrace2 system connects with the mobile app that Mercedes drivers can access with an active mbrace2 subscriber account and pin number.

The Send2Benz function is the hub of the location-based communication abilities.

Other app functions include Mercedes-Benz concierge, dealer-finder, vehicle-finder and light, horn and lock abilities ([see story](#)).

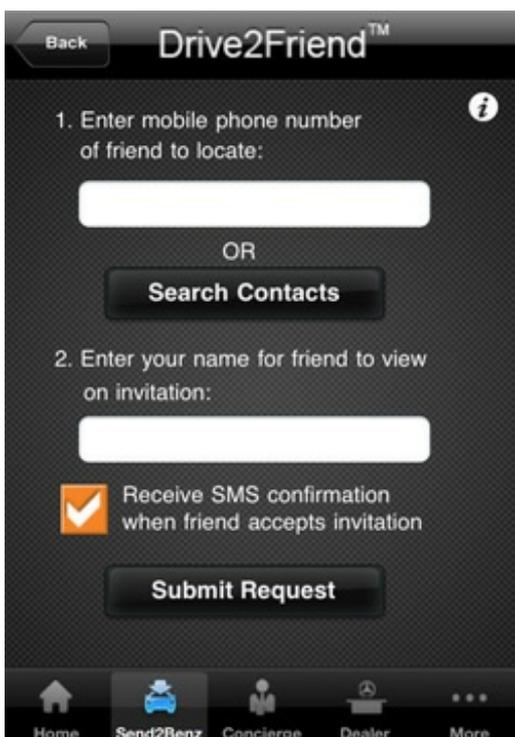


Send2Benz

The five Send2Benz functions of the app let users search for a destination, enter a street address, find existing contacts, send the current address and use the unique Drive2Friend feature.

Destinations are found using Google maps and can be sent to the in-car mbrace2 system by entering the email address associated with the driver's account.

Drive2Friend lets mbrace2 users send a text message to anyone with a mobile device asking to share their location by entering a friend's name and mobile phone number.



Drive2Friend

This information is sent to the mbrace2 user's in-car navigation system to give directions to the friend's current location. The mbrace2 user also receives a text message when the friend's location is available for download in-vehicle.

Users can also download the mbrace2 toolbar widget from <http://send2benz.com>. This lets users send an address from any Web site by highlighting the address and clicking the Send2Benz button in the toolbar.

This function can also be accessed from an Internet browser. Users must enter the email address associated with the mbrace2 account, a friend's mobile number and the user's full name to initiate the function.

In addition, the app can employ the Valet Protect function that prevents unauthorized use of the vehicle.

When a user activates Valet Protect, the service marks the car's current location. If the vehicle leaves that location while this function is turned on or the ignition is switched on or off, the car owner will receive a text alert.

"The mbrace2 system is an incredible experience for a customer and it adds daily relevance to your driving experience," Mr. Link said. "Whether a user is on an Android or iPhone, we have the most comprehensive set of services for that connected user."

Driving social

The in-car technologies combine safety and security features with entertainment via popular social media platforms, map functions and news updates in a section of the mbrace2 called Mercedes-Benz Apps.

The mbrace2 features 3G network connectivity to access all of these apps from the car.

Mercedes-Benz apps will be continually updated. Drivers have access to Facebook, Google, open browsing, stocks, Yelp and news headlines.

These apps offer location-based benefits that a user can send to the navigation system.

For example, a user can search for a type of business on Yelp based on current location and the app will display the nearest results.

Once a business is chosen, users can view the business in Google street view, call the business or navigate directly.

Other features available in the mbrace2 in-car system include vehicle health diagnostics, driving journal, speed alerts and roadside assistance.

"The upgradeable system provides a new driving experience pretty frequently for a customer," Mr. Link said. "Imagine buying a 2013 model year car and it gets refreshed continuously over the life of that vehicle.

"It is like driving a new car every day," he said. "To me, that is high-value to a customer."

Final Take

Sam Adams, cross carline service program manager at Mercedes-Benz USA, Montvale, NJ

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