



## Continental and etx majelan cooperate making the car an amazing living library on wheels

Paris (October 20, 2022)–The next leader of audio mobility **etx majelan** and the technology company **Continental** have chosen the **Paris Motor Show** to announce an important strategic agreement to cooperate in the development of the in-vehicle audio streaming solution of the future.

The objective of the partnership is to offer a personalized, contextual, proactive and continuous experience in the vehicle. The joint solution will be a multi-programmable audio Player as a Service (aPaaS) platform by brand, by target and by language. At scale.

Thanks to its tech and content expertise, etx majelan's solution incorporates thousands of renowned podcasts and audiobooks, different audio channels, live radio and replays, exclusive content and articles from the biggest medias with an innovative audio-augmentation solution RevoluSOUND made by ETX Studio.

Continental will integrate the software service in its eTravel. Companion, a digital assistant for vehicles. The new service will be offered to car manufacturers as part of Continental's new UX Assets portfolio. Simultaneously, etx majelan will integrate eTravel. Companion on its "majelan X" offer dedicated to the OEM.

*"This audio platform of the future enables a paradigm shift from a standard to a personalized audio user experience, ideally suited for future mobility. By combining the quality content and the text-to-speech conversion from etx majelan with the context-based information from the eTravel. Companion a new user experience will be generated, that places the right content at the right time towards the audio listeners."* says Ulrich Lüders, Head of Strategy & Portfolio in the User Experience Business Area at Continental.

*“The objective of this collaboration is to enable mobility manufacturers to create significant value with attractive content combined in a unique way with the technology. We have chosen Continental as a partner due to their long-lasting experience in developing in-vehicle infotainment, UX-hardware and software solutions on a global scale”* say Jérôme Doncieux, founder & CEO, and Mathieu Gallet, chairman of etx majelan and CEO of majelan.

The joint service provides OEM customers with unique opportunities for subscription, data, advertising and will increase brand awareness. The next level of personalized audio experience will be jointly developed and offered by both companies and enable automakers to offer a never heard before user experience-making the car a living library on wheels.

#### **About Continental:**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150<sup>th</sup> anniversary.

#### **About etx majelan:**

etx majelan puts technology at the service of the most impactful content. A unique strategy to create **the audio car streaming of the future**, based on 3 pillars:

- *RevoluSOUND, a unique text-to-speech solution with synthesized voices from ETX Studio*
- *majelan, a strong podcast production and selection capacity*
- *strong media partnerships*

This ambitious project revolves around the know-how of majelan, a personalized audio platform and a premium audio content studio, combined with ETX Studio, a newtech reinventing editorial experiences.

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