



Audi On Track – IQS Newsletter

MMI®Navigation—Manual Entry and Voice Recognition

Technology is great when it makes life easier. However, sometimes the learning curve on technologically advanced features overshadows the benefits, particularly during first encounters. This can lead to frustration, as well as a reticence to use the feature or device. This can be true of some of the features found on Audi vehicles. In particular, Navigation with Voice Recognition has proven to be a challenge for some of our customers. Knowing how to set a destination is essential. There are several methods for doing this:

Voice Recognition Destination Entry (a.k.a. “One Shot” Entry)

When entering a destination using Natural Language Comands, it is important for customers to understand that they must wait until they hear a beep after they press the TALK button and after every verbal response from the system before speaking a command.

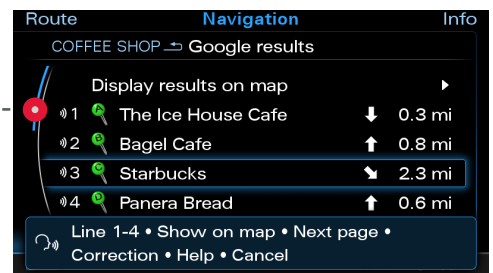
1. Press the “**TALK**” button and wait for the beep.
2. Say “Enter Address” and the system will verbally ask for the address.
3. Wait for the beep, then speak the address, e.g., “two zero two four Main Street, Los Angeles, California.” The system will respond, “The list is being loaded.” It will repeat the address and then ask for confirmation to start route guidance.
4. Wait for the beep, then say, “Yes” to begin route guidance.



Google Voice™ Local Search

Using Natural Language Commands, you can do a Google Voice™ search for either specific places or types of destinations. For instance, you can say, “Library” or “Book stores.” You can also search by products or services. For example, you could say, “Sporting Goods,” or “Car Wash”.




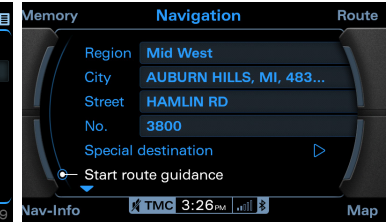
1. Press the “**TALK**” button and wait for the beep.
2. Say, “Search” or “Online Destinations” followed by your keyword, such as, “Search Coffee Shop” .
3. The system will respond, “Retrieving requested information” and display a list .
4. Select a destination by speaking the line number, and the system will confirm your selection.
5. Wait for the beep, then say, “Start route guidance” to begin navigation.



NOTE: For searching outside your local vicinity say, “Search” or “Online Destinations” then you may follow the prompts.

Destination Entry - Manual

Most Navigation users understand the concept of manually entering a destination. It is up to you to explain the specific steps:

			
<p>1. Press the "NAV" function button.</p>	<p>2. Select Destination control button.</p> <p>3. Select Address from the Navigation Menu.</p>	<p>4. Select City/Zip code from the MMI screen.</p> <p>5. Use the Control knob to enter address information.</p>	<p>6. When complete, select Start route guidance.</p>

MMI® Touch

A6, A7 and A8 models are equipped with the MMI® Touch pad, which can be used instead of the control knob to enter addresses and other information.

1. Letters and numbers can be entered simply by drawing the letter with your fingertip on the touch pad.
2. To enter a space, drag your finger from left to right.
3. To delete a character, drag your finger from right to left.
4. To complete your selection, tap on the touchpad or press the Control knob.



Available Resources

You and your customers can learn how to operate Audi vehicle features by viewing the demonstration videos at <http://www.auditechnology.com/>.

The Benefits of a Second Delivery

The Second Delivery Program is designed to bring new Audi owners back into the dealership within 30 days after purchase. As Audi vehicles are so technologically advanced, there is rarely enough time to describe how to operate all of the features at delivery. Audi recommends that you strongly urge your customers to return for this important informational meeting. This will give you another opportunity to create a positive impression with your customers by impressing upon them your desire that they be completely comfortable with their new vehicle.

Thank you for your attention to detail and for helping your customers receive the greatest enjoyment from their new Audi model.

Sincerely,



Marc Trahan
Executive Vice President
Group Quality



Jamie Dennis
Director
Product Quality & Technical Service