



Mercedes-Benz Research and Development India (MBRDI) innovates with yet another engineering prowess; develops MBUX infosystem with COVID-19 Testing Centres in navigation

Press Information

June 2020

This innovation is developed by MBRDI engineers in India in collaboration with MapmyIndia

- All Mercedes-Benz cars with MBUX system sold in India will now come loaded with MapmyIndia COVID - 19 India guide, which will update the users in real-time about COVID-19 related information
- Mercedes-Benz Indis plans to launch new 'Mercedes Me' app for its connected services in July this year

Bengaluru – Mercedes-Benz Research and Development India (MBRDI) has equipped the third generation of the new GLS launched recently with fully packed connected services through its latest **MBUX** multimedia infotainment system. As a timely-innovation, the infotainment system will enable users to navigate to the nearest COVID-19 testing centres using the most updated information provided by ICMR (Indian Council for Medical Research). This makes the SUV provide important information to its users at the time of need through its connected services.

As the number of cases continues to grow across the globe, MBRDI engineers in Bangalore have achieved this integration in a record time of two weeks, in association with leading service provider of maps & location technology, MapmyIndia. The 12.3-inch infotainment system handles requests using voice commands and gestures.

Mercedes-Benz India users will immensely benefit from MapmyIndia's COVID-19 India Guide, as they will now have real-time and accurate information about high risk or no go areas, and thus avoid these while travelling. The information is sourced from the latest government notifications and guidelines issued from time to time, and other credible sources.

Commenting on this innovation, **Manu Saale, Managing Director & CEO, MBRDI** stated, “This is a proud moment where the team has developed this much needed innovation to add another layer of safety for our end-customers in India. Our infotainment team, who have a key role to play on the entire MBUX including the Interior Assist & Rear Seat entertainment, earlier this year was instrumental in launching another timely innovation for Korean market where the infotainment system helps in navigating to stores with N95 masks/ respirators, also.” **He added**, “Our technology platform for MBUX both in onboard (Car) & offboard (Cloud Backbone) is built in such way to accelerate new services and features to our customer.”

Adapted to suit the Indian requirements, the interior assist software which is another unique function to control the interiors features of the car using gesture. Significant portion of the software application for MBUX is developed at MBRDI in Bangalore. An upgraded Mercedes Me connect app is planned to be released, next month for enhanced user experience.

Upon request, the MBUX infotainment panel will display the centre name, address and phone number. This hyperlocal mapping and location intelligence features are designed to ensure vehicle owners to navigate hassle free during the current times. This feature gets automatically activated without any hassle of paying additional fee. As a next step, the team is also working to include Corona treatment centres and many other unique features as well.

Commenting on this collaboration, **Rohan Verma, CEO & Executive Director, MapmyIndia**, said, “Mercedes-Benz is renowned worldwide for its highest level of safety and customer comfort. Ever since the pandemic broke out, our teams have been developing tools and solutions leveraging its best-in-class indigenously developed location technology to benefit Indians. I am happy that a leading company like Mercedes-Benz India has partnered with us in furthering this effort of ours.”

MapmyIndia team is continuously updating new facilities and health centres (testing, isolation and treatment) capable of handling Corona cases, as they come up across India. These are both government and non-government. This data will be available for all the major cities including Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, and Pune.

For further information:

Seite 3

For Mercedes Benz

Ira Pradhan | ira.pradhan@daimler.com | +91 98806 77071

For MapmyIndia

White Fish Communications (Anil Nagwani: +91 98112 68046; anil@wfc.in)
www.mapmyindia.com

About Mercedes-Benz R&D India (MBRDI)

Mercedes-Benz R&D India (MBRDI), headquartered in Bengaluru was founded in 1996 as a captive unit to support Daimler's research, IT and product development activities. We focus on topics ranging from computer-aided design and simulations (CAD, CAE) for powertrain, chassis and exteriors to embedded systems, telematics and developing various IT applications and tools. The satellite office in Pune specializes in interior component designs and IT engineering. The establishment of MBRDI is in line with the Daimler group's ambition to attract the world's best engineering talent and form a global footprint for its R&D and IT competencies. MBRDI also aims to partner closely with suppliers in India for its activities in product development and IT services. It is now one of the largest global development centres outside Germany, employing more than 5000 skilled engineers; and has established itself as a valuable partner to all business units and brands of Daimler worldwide.

About MapmyIndia (CE Info Systems Pvt Ltd)

Headquartered in New Delhi (India's capital) with offices across the country, MapmyIndia (C.E. Info Systems Pvt. Ltd.) was founded in 1995. The company is India's leader in premium quality digital map data, APIs, GPS navigation, telematics, location-based SaaS and GIS Solutions. With 25 years of continuous efforts, MapmyIndia has pioneered the creation of digital maps in India – the most comprehensive, accurate, and continuously updated nationwide map dataset IP. The company has grown its prowess with cutting-edge location technology, specifically in the areas of Navigation, Tracking, IoT and Analytics to provide products, services and solutions to over 10 million end users – be it consumers, enterprises or the government. MapmyIndia is focused on building a smarter and better future and packages its offerings to contribute to four broad themes – Smart Cars, Smart Businesses, Smart Governments, and Smart Consumers. We are proud to be a truly Indian company that is committed to generating employment for Indians. MapmyIndia endeavours to power the entire ecosystem with best-in-class maps and location, and to leapfrog India to the forefront of the digital world.

Follow us on:

- **Facebook** (<https://www.facebook.com/MapmyIndia/>)
- **Twitter** (<https://twitter.com/MapmyIndia>)
- **Instagram** (https://www.instagram.com/mapmyindia_/)

###