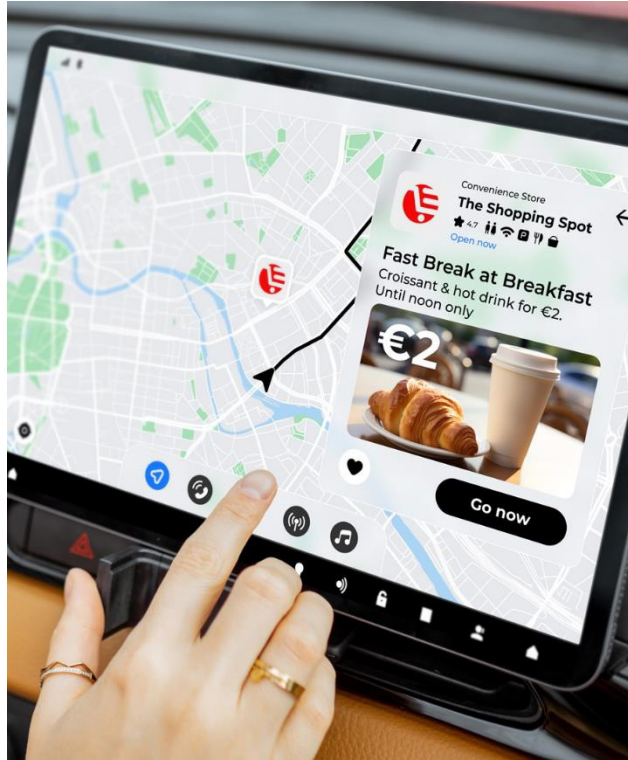


4screen – The Driver Interaction Platform

Demo vehicle



Benefits for OEM, drivers & passengers

4screen provides added value for the entire ecosystem

- **For drivers:** Timely, relevant, useful information, enhancing navigation and experience.
- **For OEMs:** A scalable, digital revenue model – monetizing screens across the entire fleet and vehicle lifecycle
- **For brands:** A new, high-intent marketing channel – reaching millions of drivers when it matters most.

Business Model

- 4screen follows a revenue-share model with OEMs, enabling them to monetize their vehicle data
- Revenue is generated through business partners paying to connect with drivers via in-car campaigns

Our value proposition

4screen is the world's first driver interaction platform, connecting businesses with on-the-go customers in real time - directly through the car screen.

AUMOVIO Technology

The API-based 4screen solution can be seamlessly integrated – even retroactively – into existing OEM and map service systems

- **Branded Pin:** Increases brand visibility and discoverability
- **Search:** Places your brand at the top of relevant search results
- **Recommendations:** Uses vehicle data to deliver contextual suggestions
- **Detail Screen:** Extension of 4screen's core formats