

## **UIEvolution Introduces Advanced Bluetooth Connectivity to Extend the Personalized Driving Experience**

*UIE BlueSync enables next-generation connected experiences between the car, smart phone and consumer electronic devices through Bluetooth Low Energy*

Seattle, Washington ([PRWEB](#)) January 05, 2015 -- [UIEvolution, Inc.](#), a leading global vertical cloud SaaS provider delivering solutions to consumer-focused enterprise companies in the Automotive, Cruise and Hospitality industries, today introduced UIE BlueSync.

UIE BlueSync enables any device with Bluetooth Low Energy (BLE) to exchange information with the vehicle's in-dash head unit. This creates new opportunities for integrated smart car interactions and provides all passengers a more enjoyable in-vehicle infotainment experience, which current systems cannot provide.

UIE BlueSync creates a secure network that supports connections with multiple smartphones and other BLE-equipped devices within the car and the home. UIE BlueSync eliminates the need for active device pairing, enabling handsets to interoperate with the vehicle's head unit so that a driver or passenger can experience a more social and personalized experience. With UIE BlueSync, drivers can send driving directions from their phone to their in-dash navigation unit, view video from a BLE-equipped back-up camera on their phone or tablet or automatically set driver preferences such as seat and mirror positions from their phone.

“We want to make the vehicle's head unit, smart devices and, of course, the smart phone work together seamlessly to provide greater convenience and fun for the driver and passengers,” UIEvolution CEO and president Chris Ruff said. “UIE BlueSync takes advantage of the power and growing ubiquity of Bluetooth Low Energy to bring new meaning to the concept of the connected car, transforming the vehicle's head unit into a smart hub for nearby devices.”

UIE BlueSync is the next step in UIEvolution's connected car platform, promising a more robust driving experience by expanding the reach of the vehicle's head unit beyond radio and navigation. Vehicle owners will have the ability to control which devices can access the head unit and what features those devices can access. Because it is based on industry standards, in the future, UIE BlueSync will also make it possible to connect the car with other smart BLE devices. For example, a vehicle could automatically and securely check itself in for a service appointment when arriving at the dealership.

UIE BlueSync will be compatible with all mobile devices that support Bluetooth Low Energy, including wearables, smart home devices and even the vehicle's central computer. UIE BlueSync utilizes industry-standard security protocols to protect user data, as well.

“UIE BlueSync offers unique capabilities for the near future of the connected car,” said Koji Hosaka, UIEvolution's Japan President and GM of Automotive. “With the growing penetration of global standards like Bluetooth Low Energy, people increasingly expect their smart devices to talk to each other, and the car is a natural part of that ecosystem. Our goal at UIEvolution is make those integrations as simple and intuitive as possible.”

More information on UIEvolution's products and solutions can be found [here](#).



#### About UIEvolution

UIEvolution is a vertical cloud Software-as-a-Service (SaaS) provider specializing in highly scalable products and services across a broad range of markets, including Automotive, Cruise, Hotel, Retail and more. We understand that technology and connectivity should enhance, never distract, from life experiences. From our inception in 2000, we have called this The User's Experience Matters. And for nearly 15 years, we have made software and provided services that deliver this vision. Headquartered in Seattle with an office in Tokyo, UIEvolution has a proven track record with clients like Toyota, Lexus, Princess Cruises, Samsung, AT&T, Microsoft, Disney, Mitsubishi, and Panasonic. [www.uevolution.com](http://www.uevolution.com)



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