

MJD Develops Viper's New Connected Car Application

Updated user experience and latest smart watch wearable technology added for Apple Watch and Android Wear

San Diego, Calif. ([PRWEB](#)) December 02, 2015 -- MJD, Southern California's award-winning digital innovation agency, has announced the latest in connected consumer technology with its longtime partner Viper, the 30-year leader in car security.

The digital product and mobile technology specialists evolved a new and improved version of Viper SmartStart, the mobile app that gives users the ability to start, lock, unlock and track their car from virtually anywhere in the world through their iOS or Android mobile device.

The new Viper SmartStart, also available for Apple Watch and Android Wear, strives to be on the leading edge of experiential wearable technology. The expanded and improved version of the already acclaimed and widely used app, introduced earlier this year, features:

- A fresh user experience highlighting new, modern mobile interface designs
- Greater focus on connected car contextual features, such as GPS, geofencing, speed, and location awareness alerts
- Apple Watch and Android Wear wearables that make connected features easier to use; specifically through Apple Watch glances and maps, and custom Android voice command controls

“Viper SmartStart was an extremely complex engineering project that resulted in the type of paradigm-shifting digital product that is increasingly going to be part of our daily lives,” says Jeremy Duimstra, CEO of MJD. “This is a step past mobile applications, this is an example of what the next wave of digital products are going to offer; seamless technology and beautiful design that make our daily tasks easier and more efficient.”

To enhance the user experience of the Viper SmartStart mobile product, the app has been updated with a more intuitive design throughout that offers a cleaner, more modern design interface – offering options to choose from, such as “classic” push button remote start or more a “modern” swipe-to-start option.

The new product is completely overhauled on the back-end as well; improving product features through integration of advanced hardware devices with complex APIs and modern Swift and Java code base.

“At MJD, we have the ability to solve complex user interface and user experience challenges while simultaneously bringing top-flight engineering chops to develop the kinds of connected products brands are recognizing as necessary to keep customers engaged,” adds Duimstra.

Viper SmartStart is compatible with all Viper SmartStart hardware, which means all existing and future Viper SmartStart users who purchase an Apple Watch or Android Wear product will be able to take advantage of the smart watch features at no additional cost.

More information and a video about the Viper SmartStart project process can be found at <http://www.mjinteractive.com/portfolio/viper-mobile-apps/>



About MJD

MJD is building the new digital world around us. MJD creates award winning digital products and experiences across web, mobile and emerging platforms that engage, inform and drive results. Their unique focus on digital product strategy, user experience, design, and technology innovation has enabled them to work with some of the world's best-known brands and cutting edge start-ups. Clients include Oakley, Disney, Red Bull, P&G, Grammy's, Falken Tire, Stride Rite, Legendary Pictures, Vail Resorts, GoPro and Qualcomm.

MJD has received multiple awards recently recognizing the agency's superior work in digital experience design. Awards include multiple W3s, Davey's, Addy's, and Webby's in 2015. For more information about MJD, please visit: www.mjdinteractive.com

About Viper

For 30 years, Viper has been a world leader in automotive electronics. Viper protects and remotely starts more vehicles than anyone else on the planet. Viper created the connected car category with the launch of Viper SmartStart in 2009 – the app that lets you start, locate and control your car from virtually anywhere in the world with your smartphone.

Recipient of hundreds of technology patents and awards, the company is based in Southern California. For more information about Viper, please visit: www.viper.com

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