

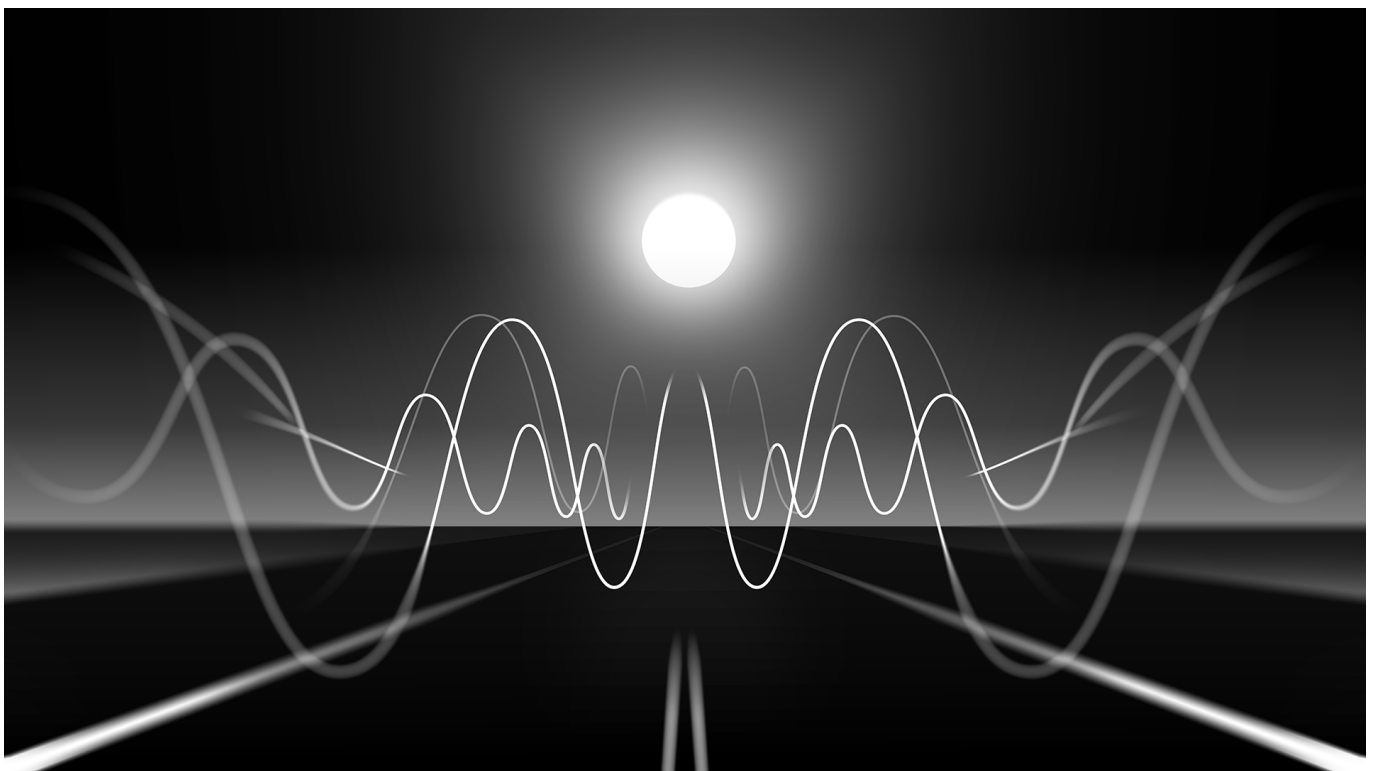


Endel

July 19, 2021

Endel & Mercedes-Benz Group Research partnered for a car experience pilot to keep drivers calm and alert

Pilot Project Demo



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Live demo: July 21, In Stuttgart, Germany at Startup Autobahn Expo Day 10.

Online keynote, Q&A session: July, 22nd 11:15 AM UTC, learn more [here](#).

Startup Autobahn [registration](#)

Endel, the creator of personalized, AI-powered soundscapes to reduce stress, improve sleep and boost productivity, partnered with the Group Research of **Mercedes-Benz AG** to test a potential introduction of the one-of-kind AI-powered **Endel Car Experience**.

Using Endel's groundbreaking AI, the Endel Car Experience will provide a unique sound-based experience that is designed to keep drivers focused and relaxed while in motion. The sounds emitted from Mercedes-Benz state of the art speakers will protect drivers from distractions, losing focus and reduce stress. On each drive, Endel AI will generate an appropriate sound environment by analyzing various external inputs such as speed, driving style, weather, road

type, as well as heart rate and other personal metrics synced from an individual's Endel phone app. Endel will continuously assess the environment at any given time and automatically switch between the focus and relax modes without any additional work from the driver, serving as the ultimate driving aid.

The objective of the pilot project was to have the Endel Car Experience preinstalled in a Mercedes-Benz research car.

Employees from Mercedes-Benz Group Research will demo the new Endel Car Experience at their Startup Autobahn Expo Day 10 on July 21 in Stuttgart, Germany. It will be followed by a special online presentation on July 22 discussing the product and partnership that will be conducted by the Group Research and Endel CEO, **Oleg Stavitsky**. Join or get more info via the Expo [website](#).

Depending on traffic situation and driving style, the Endel Car Experience will:

- Keep drivers calm: creates a comfortable and safe in-car environment.
- Keep drivers focused and alert via recent neuroscience-backed psychoacoustic findings.
- Adjust the sound environment based on the driver's biometric inputs and speed.

Oleg Stavitsky, Endel CEO:

'A car is one of the few environments where you need to both focus and relax, often switching between the two states. That's why we have developed a special Endel Car Experience that expands our personalization and helps drivers concentrate on the road and combat road rage improving safety for everyone on the road.'

'Looking further, as we're approaching self-driving cars, Endel Car Experience is moving drivers away from being concentrated on the road, and is becoming more about creating, relaxing, and sleeping. That's why we believe it's crucial for Endel to create a special in-car soundscape so that our personalized soundscapes can follow you while you're driving, commuting, dreaming and creating in the car.'

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