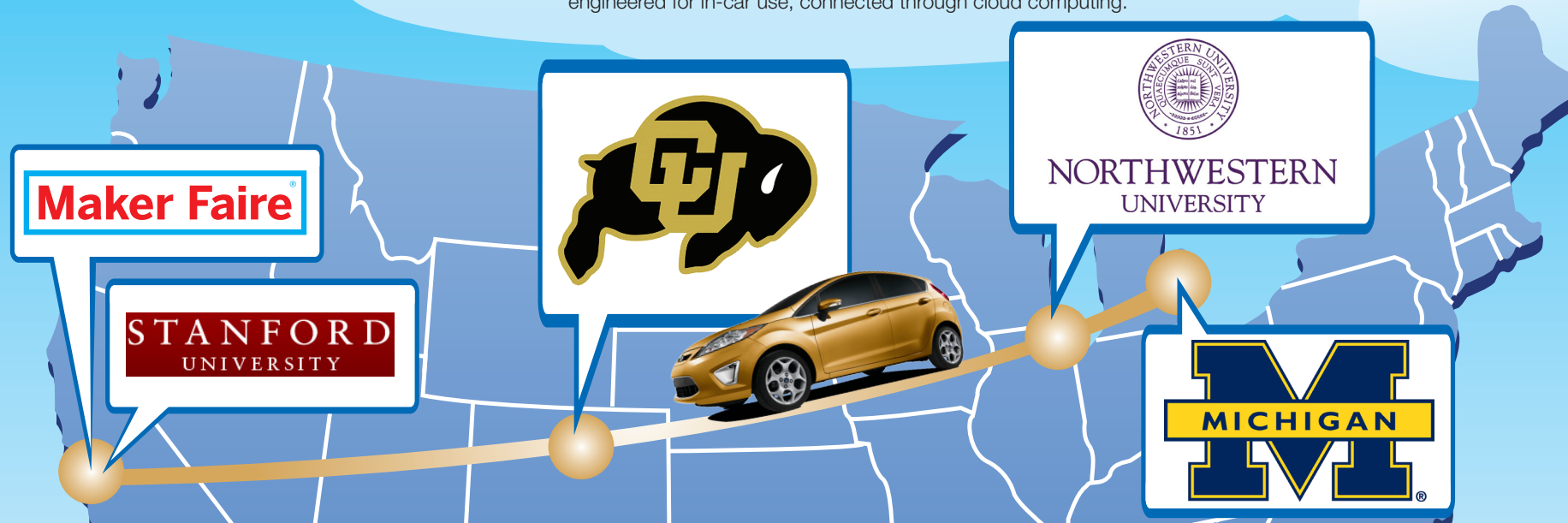




## American Journey 2.0: Socially Networked Road Trip to Maker Faire

Two Ford Fiestas will leave the University of Michigan, Ann Arbor, May 13, linked to each other and to the entire global community in ways that mark a new era in mobile connectivity. Embarking upon a week-long research road trip to Maker Faire, Silicon Valley's annual ideas festival, the vehicles and their occupants will be serving as messengers from Ford announcing the arrival of the car as the next technology platform. During the trip, the drivers will be using four experimental social media apps engineered for in-car use, connected through cloud computing.



### Virtual Road Rally

This app allows users to define points-of-interest (POIs) or physical goals and landmarks, similar to those found in a rally race. The app can take the form of a "treasure hunt," revealing information about various POIs as drivers reach them. It can also serve as a competitive drive app, allowing users to post various parameters for a specific drive.



### "Auto"matic Blog

The car, known as @AJtheFiesta, automatically blogs or tweets its mood based on vehicle data sensors and conditions it encounters on the road. AJ will also be able to indicate location via GPS and take photos to show other drivers the conditions that trigger its opinions.



### Local Search

This app, with a built-in social media component, can communicate with networking site Foursquare. Each time the vehicle makes a stop, it will check in with Foursquare to identify its location, and it can also search for nearby restaurants, gas stations and parks.



### Caravan Track

This app, developed by U-M students, allows clusters of vehicles traveling together to track each other along the journey using vehicle telemetry, mapping and text-to-voice notifications. Information about road conditions and hazards is sent via multiple-choice interface that eliminates the need to type.

