

BMW Innovation

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0800 777 129The Ultimate
Driving Machine

Introducing BMW Instant Messaging.

The car you drive says a lot about you. And, thanks to Instant Messaging, the car that undoubtedly says the most is a BMW. The system uses Reactive User Sound Electronic (RUSE) particles which are embedded in the windscreen. All the driver has to do is say what's on their mind and the RUSE particles react to their voice to translate their words into an instant message. It enables BMW drivers to communicate advice, warnings, helpful driving tips and salutations to other road users without even lifting a finger. Instant Messaging launches today on all 5 Series models, but Dr Hans Fre (BMW's Head of Photo Reactive Aural Telecommunications/PRAT) predicts that such a useful tool will soon be standard across the range. We'll have to wait and see what other drivers have to say about that. To hear more about BMW RUSE technology call 0800 777 129.