# SoundHound AI unveils voice commerce platform for in-car ordering at CES 2025



At the Consumer Electronics Show (CES) 2025, SoundHound AI made a significant announcement by unveiling its innovative in-car voice commerce platform, which allows drivers and passengers to order takeout through voice commands via their vehicle's infotainment system.

Keyvan Mohajer, the CEO and co-founder of SoundHound AI, articulated the efficiency and potential of this system, stating, "What we’re introducing here at CES is a seamless way to order your favorite takeout on-the-go using natural speech, completely hands-free from the vehicle. And what begins here with food and restaurants will ultimately open up a whole new commercial ecosystem for vehicle and device manufacturers everywhere."

This platform offers users an intuitive method to find and order food while en route. Whether looking for the nearest pizza outlet or arranging to pick up a burrito from their favourite restaurant, drivers can now accomplish these tasks without any physical interaction, enhancing the overall driving experience.

SoundHound AI's advanced voice commerce technology enables users to not only place orders but also complete transactions and receive navigational directions to their pick-up locations—all without lifting a finger. The company is in discussions with leading automakers to bring this feature into vehicles, aiming for a market release in 2025. This development is positioned to significantly elevate convenience for drivers, allowing them to sidestep traditional drive-thru experiences and synchronise food pick-ups with their travel routes, employing GPS capabilities to ensure meals remain hot and ready upon arrival.

Research findings indicate a robust interest in this technology from drivers in both the United States and Europe, with many showing a willingness to adopt in-vehicle voice ordering solutions.

Moreover, SoundHound AI's vision extends beyond food ordering. The company plans to diversify its voice-driven transactions to encompass banking, ticket purchasing, appointment scheduling, and more. This broader strategy follows the recent acquisition of Allset, which has expedited the development of the voice commerce ecosystem and further solidified SoundHound's position as a leader in the conversational AI market across various sectors.

The introduction of this voice commerce platform at CES illustrates not only the evolution of technology aimed at simplifying the consumer experience but also the potential for significant shifts in business practices and consumer behaviour within the automotive industry and beyond.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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