



## **SVOX wins Intel for the Navigation Day at CeBIT 2007**

*The "CeBIT in Motion" Forum, which enjoyed an extremely successful launch last year, will once again be a highlight in the Telematics & Navigation display category. SVOX is organizing the Navigation Day on March 15th in Hall 11, Booth F 44.*

Keywords: ATX Group, Audi, Cebit in Motion, Destinator, Elektrobit, Ford, Harman Becker, Intel, Magellan, MetaDesign, Navigation Forum, NAVTEQ, SBD, SVOX, TomTom, Visteon

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Zurich – (19 February 2007) At the SVOX Navigation Day mobile device and automotive decision makers from around the world will gather to discuss latest opportunities and challenges for in-car navigation at CeBIT. The navigation industry is taking off and by bringing together automotive, tier 1, portable navigation and mobile device players at the SVOX event, participants will be able to share their vision of a button-free car and today's best practices for navigation. According to Eric Lehmann, CSO of SVOX, "The navigation updates presented by our partners and us offer industry experts the first focal point for business development activity in Europe this year."

The conference will feature keynote speaker Ben Rutten of TomTom, Volker Jantzen of SVOX, Dr. Silke Goronzy of Elektrobit, John Craig of Destinator, Martin Wiecker of Ford, Stefan Sellschopp of Audi, Alexander Wodrich of MetaDesign, Arnd Christl of Intel, Thomas Krippgans of Harman Becker, Dr. Rainer Heers of Visteon, Andrew Hart of SBD, Greg Corley of ATX Group, Gildas Lemasson of Magellan and Oliver Schaetzle of NAVTEQ.

Intel's Director Strategic Initiatives, Arnd Christl supports the Navigation Day and his talk on „Digital Convergence from Home to Car“ promises to be the event's highlight. Attendees are sure to leave the meeting enriched by a wealth of market sizing and forecasting data around mobile and automotive navigation, with first-hand insight into the thoughts of the leading movers and shakers, a rich network of new contacts and a better understanding of the major opportunities and challenges ahead.

The SVOX Navigation Day will be held in Hanover, on March, 15 2007. For more information and the online registration link please contact Tina Weirauch (Tel.: +41 43 544 0697; e-mail: weirauch@svox.com) or visit the SVOX website [www.svox.com](http://www.svox.com).

**About SVOX AG**

SVOX AG is the leading provider of embedded speech output solutions for the automotive and mobile device industries. The SVOX Text-to-Speech system, the company's signature product, is part of a full product suite of small, fast and multilingual applications that enable computers and other electronic devices to convert written text into natural-sounding and easily comprehensible speech. SVOX's focus on embedded speech allows for specifically optimized solutions, and its software architecture provides customers with a speech engine that can be easily tailored to their technical requirements and market needs.

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