

## **SVOX invites you: CeBIT Cocktail „Usability of navigation devices“**

*Swiss specialist for Embedded Speech, SVOX, launches „Innovations 2006“ a roll-out of major product and process innovation., First kick-off in series takes place at CeBIT 2006 (Hall 11, Stand D35). At „CeBIT in Motion – Forum für Telematik und Navigation“, SVOX CEO, Volker Jantzen, talks about the possibilities to increase attractiveness of navigation devices by adjusting the user interface to specific customer segments.*

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### **Zurich, February 20, 2006.**

SVOX Ltd., the Zurich-based specialist in speech output solutions for the automotive and mobile device industries. “Under the claim “Innovations 2006, we will present at CeBIT in Hall 11 (Telematics and Navigation) exciting product innovations” said Brona Collins, SVOX Key Account Manager. “We acquired our position as the European market leader thank to an outstanding “customer is king” attitude coupled with strong product and process innovations.”

Volker Jantzen, SVOX CEO has recently been accepted as a member of the influential Speech Technology Magazine Editorial Board. As an accepted expert in the Embedded Speech field, he wants to represent the utility and development perspectives of the fast growing development of Embedded Speech Interfaces.

At the „CeBIT in Motion –Telematics and Navigation Forum “ he will talk on Friday, March 10<sup>th</sup> at 1:30 PM about speech interfaces in navigation devices. He will focus on the question whether various customer groups have specific requirements to the user interface and diffuse possible actions as well as implementation methods.

After the Presentation, SVOX cordially invites all attendees to a cocktail at its stand (Hall 11 / D35). For more information about the Speech as well as for registration for the cocktail, please contact Miss Andrea Ullmann (ullmann@svox.com).

**About SVOX AG**

SVOX AG is a leading provider of embedded speech output solutions for the automotive and mobile device industries. SVOX's core product is the SVOX Text-to-Speech system. The company makes computers and other electronic devices talk by converting written text into natural-sounding and easily comprehensible speech. Its focus on embedded speech allows for specifically optimized solutions. Therefore, SVOX speech applications are small, fast, and multilingual. With SVOX's software architecture, customers are offered a speech engine that can be easily tailored to their technical requirements and market needs.