

Press Release

SVOX shows the future of next generation automotive and mobile speech applications

SVOX demonstrated the high quality of Text-to-Speech (TTS) solutions for portable and in-car navigation devices of the future at recent SVOX Forum 2006.

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Zurich – (21 December 2006) The SVOX Forum 06 was a full success and showed the importance of a well-integrated TTS-based HMI for nomadic devices and embedded systems. At the SVOX event held on November 16/17, 2006 in Zurich, Intel and SVOX announced their cooperation on next generation speech output services for advanced portable and embedded in-car navigation devices.

Intel, the premier sponsor of the conference, underlined the importance of premium TTS solutions for in-car navigation and infotainment devices: "SVOX is one of the frontrunners in the development and optimization of TTS solutions for the mobile environment." said Arndt Christl, Director Strategic Initiatives. "The combination of SVOX TTS technology and Intel's next generation application processors is an ideal foundation for creating compelling mobile applications that are intuitive and safe to use in the car."

SVOX technology is easier and faster to implement than any other solution, the company says. SVOX described the three factors that will determine the future of speech applications. First, speed to market is critical, which requires flexibility, and the SVOX SpeechCreate tool is a solution to this challenge. Second is the need to overcome language barriers, including, as an example, providing German interpretations of French street names or vice versa. Third is the importance of differentiating products based on the voice experience, which is a reference to the voice branding of mobile products.

The capability of next generation devices will go beyond pure navigation functionality to various multimedia functions such as email, SMS, audio and video applications. SVOX technology will contribute to significantly increase the ease of use and safety of mobile devices for in-car navigation and infotainment systems.

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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 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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