

SVOX powers In-Car Digital Radio News Service Developed by Audi and Fraunhofer IIS

“Teletext for Radio” Provides Continuously Updated Information for Immediate Access

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Zurich – (27 March 2007) SVOX, a global supplier of text-to-speech output solutions for the automotive and mobile industries, teamed with Audi and the Fraunhofer Institute for Integrated Circuits IIS to demonstrate during CeBIT a real-time transmission chain of the first live in-car reception of NewsService Journaline® service over Digital Radio DAB (Digital Audio Broadcasting) according to SVOX CEO Volker Jantzen.

NewsService Journaline® is the basis for Audi’s Personal News service now in final testing. This “teletext for radio” provides continuously updated information for immediate access. Drivers choose text news sorted by topics from a hierarchically organized menu. Jantzen reports that Audi considers to bring the service to market soon and make it available worldwide based on market acceptance.

The real-time transmission chain consists of the new “Fraunhofer Multimedia DataServer™ for DAB R4” by Fraunhofer IIS and DAB receiver technology by Atmel Corporation. The Fraunhofer Multimedia DataServer automatically aggregates content for NewsService Journaline and transmits it using DAB.

The powerful SVOX text-to-speech system installed in the car then presents the text messages previously transmitted over DAB to the driver.

The service can be managed using the Audi multimedia interface and is easy to personalize. Based on individual preferences, the system chooses only news of interest to the driver. Topics of specific interest can also be bookmarked for an easy and direct access in future.

NewsService Journaline:

The text based information service allows the user to easily navigate through text messages that are hierarchically organized in menus. NewsService Journaline is highly optimized for an efficient transmission in the digital radio systems DAB as well as Dm (Digital Radio Mondiale). International

broadcast stations have been providing this service to their listeners for years.

Digital Radio DAB at Audi:

Audi has offered the innovative digital radio technology DAB to its customers since 2005. Digital Radio allows the reception of a great range of programs in CD-like quality. Currently DAB radio receivers can be ordered for the Audi models Audi A5, A6/S6, A8/S8 and Audi Q7. Today, every third A8 in Germany comes with DAB.

Further Information:

www.svox.com

www.journaline.info

www.iis.fraunhofer.de

www.audi.de

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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