

## **CeBIT highlight: SVOX takes cars to the K.I.T.T. level**

*The new speech dialog system "TALK" for a safer communication between driver and vehicle.*

Keywords: BMW, CeBIT, DFKI, HMI, speech dialog, speech output, SVOX

Munich/Zurich – (22 March 2007) The European research project TALK presented a "talking car" at the CeBIT Future Park equipped with an innovative car dialog system. The new in-car multimodal dialog system has been developed as part of the EU-funded research project TALK by DFKI (German Research Centre for Artificial Intelligence), the University Saarbrücken, BMW and Bosch. The "talking BMW" impressed CeBIT visitors who were amazed by the natural conversation they had with the car. They could determine the next song title, create an own play list or ask the restaurant guide for a good pizzeria nearby. The focus of the TALK project is conversation like speech control, which works in everyday language. Communication between cars and human beings can only be successful if the drivers can talk in their everyday language and can choose between various possibilities to interact with the board computer.

SVOX plays a vital role in first-class speech output technological advancements. Together with SVOX, the BMW Group research provides improved HMI interaction and offers more room for flexibility in the conversion of dynamic information. The unique SVOX architecture allows flexible integration at a low cost, as well as reduced integration time. SVOX stands out as the perfect platform to design speech dialog.

In Germany, car drivers waste on average 70 hours a year caught up in traffic jam. The figures in the USA don't look better to say the least. Tendency is rising, since traffic has been increasing steadily during the past years. What a waste of money, time and nerves. Traffic information delivered via radio can only help little as they often reach the driver too late. But, if the car is equipped with a speech enabled traffic information system the driver is informed about the traffic situation in time and in detail, and moreover safely guided around the congestion.

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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'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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