

Future of Navigation to be Focus at SVOX Forum 07 and IAA Navigation Day during the International Automobile Show in Frankfurt

Keywords: BMW, Bosch, Elektrobit, Harman/Becker, Intel, Mitsubishi, Navigon, Nokia, Siemens, SVOX, TomTom, VW

Zurich/Frankfurt, August 22, 2007 – The German Association of the Automotive Industry (VDA) and SVOX AG will host the SVOX Forum 07 during Navigation Days, September 17 and 18, at The International Automobile Show (IAA) in Frankfurt.

Inspired by the conference theme "See what's driving the future," industry experts will share their visions for navigation and the navigation industry as a whole. Global perspectives in an intimate, relaxed atmosphere packed with high-level industry insights and networking opportunities will make SVOX Navigation Days one of the hottest industry events at the IAA this year.

SVOX CEO Volker Jantzen says "Navigation devices provide our lives on the road with comfort and safety in every corner of the world. Together with VDA we are proud to bring together experts from global players such as BMW, Bosch, Elektrobit, Harman/Becker, Intel, Mitsubishi, Navigon, Nokia, Siemens, TomTom and VW to debate not only what will keep the market going for the rest of this decade and beyond but also what features will stay, what will disappear."

VDA's President Matthias Wissmann, notes that the theme "See what's driving the future." directly expresses the visionary approach of the international conference and respectively the distinguished speakers and attendees. "The widespread use of modern navigation technologies is a cornerstone of the integrated approach towards climate change," he says. "It will play an important role to improve fuel efficiency and sustainability of the road transport sector worldwide."

The SVOX Forum 07/IAA Navigation Days are on September 17th and 18th at the 62nd International Motor Show (IAA). Register online at <http://www.svox.com/> IAA information at <http://www.iaa.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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