

Speech technologies and user experience at the heart of IAA SVOX Forum 2009

SVOX, the leading provider of embedded speech solutions, today announced that IAA SVOX Forum 2009 will take place on the grounds of 63rd International Motor Show (IAA) in Frankfurt am Main on 21-22 September, according to company's CEO Martin Reber. Every second year the Forum is organized together with the German Association of the Automotive Industry (VDA) and held at the IAA. This enriches the experience of Forum participants who not only can visit the auto show but also take part in numerous industry events held around this time in Frankfurt.

The topic of IAA SVOX Forum 2009 is: "It is all about the user, the rest is (speech) technology!" Speakers confirmed so far represent Asahi Kasei, Clarion, Continental, Elektrobit, HarmanBecker, iSuppli, Mitsubishi Electric, Navigon, Nokia, Strategy Analytics, T-Mobile, TomTom and Wind River, while the past Forums featured representatives from Audi, BMW, Freescale, Mercedes-Benz, Nissan, Peugeot, Porsche, Renault, Texas Instruments, Volkswagen and Xanavi.

Matthias Wissmann, the President of the VDA said: "IAA SVOX Forum is a traditional event that is now an important part of IAA experience. VDA welcomes the participants of this year's event and wishes them a productive and enriching time at the Forum."

Mr. Reber noted: "Over years, SVOX Forum has developed into a networking platform for professionals from automotive and mobile devices industries. This year, the focus will be on the benefits that recent advances in speech technologies bring to end users and the impact that those innovations have on the respective industries. I look forward to the Forum and, as always expect many interesting meetings and thought-provoking discussions."

About SVOX AG

SVOX, a leading supplier of embedded speech solutions, has a reputation for quality and customer focus. SVOX drives adoption of speech user interfaces in automotive and mobile device industries. The company offers Speech Recognition (ASR), Speech Output (TTS) as well as complete Speech Dialog solutions. Our focus on quality and the use of flexible software architectures allows for optimized embedded speech solutions that can be easily tailored to customers' technical requirements and market needs. For more information, please visit: www.svox.com.

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