

## **SVOX Forum 07 and IAA Navigation Day offer Insights into the Future of Navigation**

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**Zurich, September 24, 2007** – “Navigation and infotainment systems will become integral elements of car cockpits in the future. They can make a substantial contribution to increasing road safety”, Dr. Thomas Schlick, Managing Director of the German Association of Automotive Industry (VDA) explained in his Welcome Adress to the visitors of the SVOX Forum 07 and IAA Navigation Day.

The SVOX Forum 07 and IAA Navigation Day, which were held at the IAA on September 17 and 18 this week, brought together navigation experts for presentations and discussions on the future of the industry. While speakers from BMW, Mitsubishi Electric, Siemens VDO, Bosch Blaupunkt, Nokia and many more allowed insights into their plans and visions for navigation, room for individual discussion allowed for the identification of collaboration opportunities between the high profile attendees.

While all delegates agreed on the navigation industry’s potential, different views on how this future will look like were presented by the speakers. The two hosts SVOX and the German Association of the Automotive Industry (VDA) were happy to welcome over 80 industry experts in the event’s third year. Volker Jantzen, CEO of SVOX noted, “The event provides a platform for all players in the navigation industry to brainstorm and discuss what technologies will keep the navigation market dynamic in the upcoming years and which features will disappear.” The different viewpoints on what is real added value in relation to artificial value add set the trend for the conference and led to inspiring discussion on customer expectations and industry offers for the upcoming years.

Global perspectives in an intimate, relaxed atmosphere packed with high-level industry insights and networking opportunities made this year’s SVOX Forum 07 and IAA Navigation Day one of the hottest industry events during the Frankfurt Auto Show. The overwhelmingly positive feedback from the delegates is proof of the conference’s great success.

#### 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.

#### SVOX AG

Phil Lichtenberg

Baslerstrasse 30

CH-8048 Zurich

Switzerland

Tel.: +41 43 544 0613

Fax: +41 43 544 0601

[lichtenberg@svox.com](mailto:lichtenberg@svox.com)

[www.svox.com](http://www.svox.com)