

## Press Release

# A New Generation: Mobile Navigation Redefined

*JVC introduces portable "all-in-one" GPS navigation systems with an integrated TMC receiver, pre-installed European maps, as well as Bluetooth, audio/video tools, and latest SVOX text-to-speech (TTS) technology.*

**PR contact:**

Phil Lichtenberg  
**SVOX AG**  
Baslerstrasse 30  
CH-8048 Zurich  
Switzerland  
Tel. +41 43 544 0613  
Fax: +41 43 544 0601  
lichtenberg@svox.com

Keywords: GPS navigation system, JVC, navigation device, SVOX TTS, voice output

Zurich – (29 January 2007) JVC's new "Plug & Ride" GPS Navigation System KV-PX70 is just what a navigation and mobile communication device should be: portable and fully-equipped. Hardly larger than its highly readable 11cm (4.3") touch screen the device can be put to immediate use in a car. Added to this are the special integrated features: Bluetooth, first-class voice output plus its capabilities as a picture viewer (JPEG), a video (WMV) and MP3/WMA player. All of this makes the KV-PX70 an indispensable travel companion.

### Most Up-To-Date Functions for Stress Free Navigation

Outfitted with TMC receivers and the TrafficMaster(TM), which stands ready to receive the latest, real-time traffic information, this system provides what is necessary for avoiding time-consuming traffic jams. The preinstalled Europe map information with route indications and text displays in 16 languages makes the system safe, comfortable, and precise. Maps can be displayed in either 2D or 3D, and the naming of cities, streets and functions like TMC-transmitted traffic information are made possible due to outstanding SVOX TTS technology. Several search functions, such as category, name, address or zip code, in addition to having the possibility of saving up to 30 destinations and the last 30 trips serve to further highlight the fantastic capabilities of the new navi device. The various possible routes can also be determined according to driver preference for the quickest, the shortest or the most economical route, which allows for the avoidance of highways, ferries and toll roads. Added to this are the basic route-finder tools, which display traffic, construction, and road information.

The sensitive SiRFstarIII GPS high-performance chip is responsible for the speed and accuracy of the navigation device. Despite its wealth of functions, this compact device is surprisingly intuitive, safe, and easy-to-use. And not only will drivers love putting the device to use with cellphones via Bluetooth technology, but by using it as a hands-free SVOX TTS powered device, they are also investing in their safety.

#### **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  
www.svox.com