

Press Release

The SVOX Forum 06 – Excellence in Embedded Speech

Human-machine-interface (HMI) event attracts leading global navigation players to map the speech interface road ahead.

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Zurich – (19 July 2006) For two days, 16-17 November, technical and commercial key level decision makers from around the world will gather in Zurich to take part in the SVOX Forum 06 – Excellence in Embedded Speech. The navigation industry has enjoyed explosive growth over the past two years and is once again bringing together automotive, tier 1, portable navigation and mobile device players.

“The SVOX Forum 06 will explore the powerful convergence of nomadic devices and in-car navigation systems”, said Mark Fitzgerald, Senior Industry Analyst with Strategy Analytics. “The SVOX vision of a button-free car fascinates me and I am really looking forward to SVOX’s latest product innovations”.

The conference will be structured around three main points: convergence between nomadic devices and in-car systems, the future of HMI, and speech interface best practices. Attendees are sure to leave the event enriched by a wealth of market sizing and forecasting data around HMI developments, with first-hand insight into the thoughts of the leading movers and shakers, a rich network of new contacts, a better understanding of the major technical speech output challenges ahead, and a clear assessment of the economic value of the opportunities.

Navigation devices today are used primarily to get drivers from A to B. But speech output components, including text-to-speech, are rapidly falling into the realm of the “must have”. Expect navigation devices to be employed more

and more to beat traffic jams, to locate nearby great Points of Interests, to provide breakdown assistance and emergency services.

According to Eric Lehmann, CSO of SVOX, “The success and opportunities presented by SVOX and our partners for the navigation industry demonstrate that it deserves an intimate industry forum to discuss innovative speech solutions. Our objective is to ensure that this years event reinforce the reputation of the SVOX Forum conference series as an exclusive and highly valued opportunity for discussion, tackling the critical issues that will determine success and failure for speech dialog strategies.” Already surpassing all expectations, the SVOX Forum 06 – Excellence in Embedded Speech has also attracted a substantial number of top knowledge partners, including TRG, SBD, GfK, Frost & Sullivan and others. Offering industry analysis and insight, the gathering provides an unrivalled annual focal point for business development activity.”

The SVOX Forum 06 – Excellence in Embedded Speech will be held in Zurich, 16–17 November 2006. For more information and registration forms please contact Phil Lichtenberg (Tel.: +41 43 544 0649; e-mail: lichtenberg@svox.com) or visit the SVOX website www.svox.com.

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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