

SVOX expands its global footprint with opening of USA office

Zürich, Switzerland, Monday, 15 September 2008 -- SVOX, the leading provider of embedded speech solutions, today opens its first office in the United States, according to company's CEO Volker Jantzen. The new office in the Greater Detroit area marks an important milestone in the continuing expansion of the company's geographical footprint. While SVOX already has sizeable presence in the US and serves a number of big accounts there, physical presence opens new opportunities in this big and important market.

Speaking on the occasion, Mr. Jantzen said: "Establishing a presence in the Detroit area demonstrates our commitment to the key US market. After several years of strong growth in our US business, we feel that it is right time to make the next step and get even closer to our customers there. Having on the ground presence in the US will allow SVOX serve existing accounts even better, as well as seize new business opportunities."

SVOX, known for its inventive solutions, will also seek to leverage its strengthened presence in the US to spur creation of new products and services through partnerships with innovative US-based companies.

David Choe, who joins the company as Vice President Sales, will spearhead SVOX sales effort in the US. Mr. Choe brings years of successful sales experience and technical expertise obtained at such companies as GM, Delphi Automotive Systems and Infineon Technologies. "David's impressive track record and industry knowledge makes me confident that he will take SVOX US business to a new level" said SVOX Chief Sales Officer Eric Lehmann commenting the appointment. Mr. Choe's appointment is effective as of September 15, 2008.

About SVOX AG

SVOX AG is the leading provider of embedded speech solutions for automotive and mobile device industries. The SVOX Text-to-Speech system, the company's signature solution, enables electronic devices to convert written text into natural-sounding and easily comprehensible speech. SVOX focus on the embedded domain and the modular design of the Text-to-Speech engine means that the solution can be easily tailored to specific technical requirements and market needs.

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