

SVOX Press Release

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SVOX Sponsors Open Mobile Summit

SVOX, the leading provider of embedded speech solutions, is excited to be sponsoring Open Mobile Summit, the leading executive conference for converging mobile and Internet ecosystems, taking place November 4-5 at San Francisco Marriott Union Square. Martin Reber, SVOX CEO, joins the line-up of esteemed industry leaders from AT&T, Google, Intel and T-Mobile and will discuss how adoption of speech technologies improves user interfaces of mobile devices.

"Mobile devices industry is undergoing rapid transformation driven by adoption of ever more intuitive and "human" user interfaces, which increasingly rely on speech technologies. SVOX is excited to work together with device and platform vendors to enhance the mobile user experience using speech" said Mr. Reber.

Now in its second year, Open Mobile Summit is the premiere venue for mobile executives, investors and developers to fully explore the open mobile revolution and how it's driving a fundamental shift in wireless. The Summit focuses on critical issues like the evolving mobile ecosystem; the future of the OS, device evolution, App stores versus the browser, how to monetize the mobile Internet and much more.

"Our sponsors represent the most influential players in the open mobile ecosystem from around the globe," says Open Mobile Media Ltd. Founder and Managing Director Robin Batt. "We're delighted that SVOX are able to participate this year and support us in staging the conversation shaping the future of wireless."

One of the highlights of the Summit is its keynote speakers, who will address ways their companies are adjusting and redefining their roles in the changing mobile and Internet ecosystem. Keynote speakers include:

- Cole Brodman, CTO, T-Mobile USA
- Michael Abbott, SVP, Palm
- John Donovan, CTO, AT&T
- David Perlmutter, EVP and GM, Mobility Group, Intel
- Kevin Lynch, CTO, SVP, Adobe
- Vint Cerf, Chief Internet Evangelist, Google
- Dr. Jan Uddenfeldt, SVP, Ericsson

 SVOX AG
Baslerstrasse 30
CH-8048 Zürich
Switzerland

Phone +41 43 544 06 00
Fax +41 43 544 06 01
info@svox.com
www.svox.com

Media Inquiries
Alexander Davydov
Phone +41 43 544 06 22
alexander.davydov@svox.com



“The Open Mobile Summit is happening at a key time, as the open mobile revolution is driving a fundamental shift in wireless,” Batt says. “This shift is moving us away from a closed mobile value chain towards an open, Internet-style ecosystem. Our sponsors are helping to provide an incredible forum to discuss opportunities and challenges related to those changes.”

Because Open Mobile Summit caps its registration, attendees are encouraged to register early. The past two summits have sold out. To register, go to <https://www.openmobilesummit.com/sf/register/step1.aspx>.

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.

About Open Mobile Media

The Open Mobile Summit is produced by Open Mobile Media Ltd, an independent group founded by communications industry consultant Robin Batt.

■ SVOX AG
Baslerstrasse 30
CH-8048 Zürich
Switzerland

Phone +41 43 544 06 00
Fax +41 43 544 06 01
info@svox.com
www.svox.com

Media Inquiries
Alexander Davydov
Phone +41 43 544 06 22
alexander.davydov@svox.com