

## **SVOX Automotive optimizes the development of human-machine-interfaces in the automotive industry**

*As part of its "Innovation 2006" theme, SVOX officially launched SVOX Automotive at CeBIT 2006. The new product targeting the automotive industry offers OEMs and Tier-1s significant improvements in the development process of Human-Machine-Interfaces for their navigation and infotainment systems.*

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SVOX, the Swiss specialist in embedded speech output solutions announced for CeBIT 2006 the official launch of SVOX Automotive. The new product specifically focuses on the needs of the automotive industry regarding the design and development of Human-Machine-Interfaces. Until now, the development of speech dialogs for navigation and infotainment systems has been cumbersome and marked by complex interactions between various parties. With its automotive product, SVOX facilitates the collaboration in the automotive value chain and sets new quality standards.

In the auto industry, Text-to-Speech (TTS) technology is primarily used for navigation systems. It enables head-units and on-board computers to convert dynamic content such as incoming messages or real-time traffic information, which cannot be pre-recorded, into natural-sounding language. TTS products complement in-car speech recognition systems and, therefore, increase safety and comfort levels for the driver.

Based on SVOX Automotive, SVOX offers its customers to take on complete responsibility for the entire in-car speech output integration process. Given customers' speech dialog specifications, SVOX determines the optimum combination of static and dynamic speech output with SVOX Automotive acting as the distribution center. This ensures both easier collaboration and clear project interfaces for SVOX Automotive customers, yielding significant cost and timesavings throughout the whole project. Furthermore, SVOX Automotive stands out in terms of its lower memory requirements and shorter response time.

**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 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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