

VoiceBox Technologies Now Offering VoiceBox Connected Services

Advertisers and content providers alike enjoy advanced voice search features for mobile devices

BELLEVUE, Wash. — Jan. 7, 2008 — VoiceBox® Technologies Inc., the award-winning innovator of conversational voice search applications, today announced the launch of its next-generation voice search product line, called VoiceBox Connected Services™. VoiceBox Connected Services allows any connected device using the Conversational Voice Search Platform™ to access data and services that reside on a remote server, eliminating traditional interfaces' restriction of only having access to local device storage capacity.

In addition to using a VoiceBox-enabled navigation device to access locally stored maps and directions, a consumer can ask relevant questions (e.g., “What’s the traffic like?” or “Are there any pizza places on the way?”) and get real-time answers from off-board data stores, improving the navigation experience.

The VoiceBox Search Platform is one of the only next-generation environments that supports the dynamic delivery of advertising content. Relevant offers (e.g., “There are three pizza places nearby, and one is offering a coupon”) can become a key part of a personalized VoiceBox Connected Services experience and of genuine value to the user.

“Our Conversational Voice Search™ has unquestionably helped solve the problem of the interface for mobile devices. VoiceBox Connected Services brings our competitive advantage one step further by making the experience not only more useable, but also more useful,” said Victor Melfi Jr., chief strategy officer for VoiceBox. “Our ability to transparently access data on the device or off-board solves the prior problems with device storage and outdated on-board data. And our ability to integrate both advertising and commerce services to an application offers our partners business model flexibility and the ability to capture after-market revenue. It’s really a whole new world.”

VoiceBox Connected Services provides a unique user experience for in-car telematics, personal navigation devices (PNDs) and all other mobile devices capable of accessing the mobile network. VoiceBox is working with a variety of such device manufacturers to bring next-generation connected services to market this year.



About VoiceBox Technologies

VoiceBox develops Conversational Voice Search software that lets people search, navigate and discover content and services simply by using natural, free-form language. The VoiceBox vision is to make conversational voice search the de facto interface that gives people anywhere-anytime access to what they need. Incorporated in 2001, the privately held company's patent-pending voice search processes are applied across telematics and infotainment, music and entertainment, navigation, mobile and VoIP markets. VoiceBox Technologies was the recipient of the Gartner Cool Vendor award for March 2007 as well as runner-up in Wall Street Journal/Dow Jones Innovation Awards for software. For more information, please visit <http://www.voicebox.com>.

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