



News Release

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Leading Analyst Firm Names VoiceBox Technologies a “Cool Vendor,” Company to Present at Gartner Symposium/ITxpo

Vendors Selected for “Cool Vendors” Report Are Innovative, Impactful and Intriguing

BELLEVUE, Wash. — April 17, 2007 — VoiceBox® Technologies Inc., pioneer and developer of conversational voice search, today announced that it is scheduled to present at the Gartner Symposium/ITxpo 2007: Emerging Trends conference during the Cool Vendors panel in San Francisco on Wednesday, April 25, 2007. The event — the industry’s largest conference for senior IT and business professionals — will take place this year at Moscone West, in San Francisco, April 22–26.

Gartner recently named VoiceBox as a Cool Vendor in its “Cool Vendors in User-Interface Technology Innovation, 2007” report. The report was published March 6, 2007, authored by Gartner analysts Ken Dulaney, Leslie Fiering, Nick Jones, Thilo Koslowski and Mark Raskino. According to the report, “We are entering an era of intense innovation as human-computer interaction leaves the confines of a standard keyboard, mouse and screen. PDAs, touch screens, cellular phones and tablets were just the start. Companies are working on information that surrounds us, displays that are the size of walls, and input devices that are as easy to use as soft furnishings, the TV remote or chatting.”

“We believe Gartner’s evaluation is recognition of VoiceBox as a Cool Vendor for user-interface technologies is further confirmation of our critical role in the vision of anytime-anywhere access to content and applications,” said Victor Melfi Jr., chief strategy officer and senior vice president of voice services for VoiceBox. “Everyone’s talking about mobile search and advertising, but we all know the problem of the mobile device interface has to be solved before any of it becomes real. VoiceBox is the solution to that problem, and we’re proud to be named as a Cool Vendor by Gartner. Going beyond where traditional voice recognition technology has left off, our Conversational Voice Search™ makes searching easy when you’re away from your PC, and in so doing makes mobile advertising and commerce possible.”

VoiceBox's Conversational Voice Search platform features advanced algorithms that determine context and intent from conversational speech. Users aren't required to memorize exact preset commands and can simply ask for what they want anytime, whenever they want it.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Gartner defines a Cool Vendor as a company that offers technologies or solutions that are innovative, enabling users to do things they couldn't do before; impactful, meaning they have, or will have, business impact (and are not just technology for the sake of technology); and intriguing, having caught Gartner's interest or curiosity in approximately the past six months.

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. Commitment to speech innovation drives the VoiceBox vision: to make conversational voice search the de facto intuitive interface that will give 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. Visit <http://www.voicebox.com>.

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