

Avoca News Release

FOR IMMEDIATE RELEASE

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Avoca Announces Alliances with All Media Guide and IBM for Voice-enabled Entertainment System User Interfaces

- - Entertainment Media Searches Are Made Easier Using the Spoken Word - -

Ottawa – January 2, 2007 – Avoca Semiconductor Inc. (Avoca) today announced an agreement with All Media Guide (AMG), one of the world’s largest music and entertainment content providers, to collaborate in the creation of products and metadata for “voice control and search technology” (VCST) using Avoca’s Media Control Platform™ product line as a foundation for digital media control and content management.

Avoca also announced an OEM agreement with IBM, under which IBM Embedded ViaVoice speech technology from IBM laboratories will be used by Avoca in the design of its voice control and search product family.

“We are focused on delivering the most effective and satisfying end-user experience with voice control,” said Iain Scott, President of Avoca. “Our AMG and IBM alliances help ensure that Avoca technology and products will provide customers with end-to-end user interface solutions that make digital media systems easier to use.”

Beginning with digital music collections, Avoca and AMG are collaborating in the design of products that make using your voice an easy, fun, and natural way to interact with a system while searching voluminous music libraries. Voice control will complement conventional touch controls in select consumer A/V systems, as digital media content and players become more pervasive.

“With IBM and Avoca technologies, AMG can give users access to our rich editorial content and data through simple voice commands,” commented Greg Smith, Vice President of Technology at All Media Guide. “Users will be able to locate music by their favorite artists by requesting nicknames like ‘The Boss,’ alternate names like P. Diddy, Puff Daddy or Sean Combs, acronyms like ‘CSNY’ for Crosby, Stills, Nash & Young, and many other associations only available in AMG’s rich metadata.”

“Considering the rich functionality and diversity of today’s media center products, many product designers will find limitations caused by touch-only interfaces,” said Jim Holland, Product Line Manager, IBM Software Group. “The selection of IBM Embedded ViaVoice recognition technology made in IBM Labs for Avoca for its Media Control Platform technology provides a robust and reliable overall solution for consumer electronics, helping to make life easier for entertainment center owners and product designers. IBM is pleased to help develop this new market.”

About Avoca Semiconductor Inc. – Avoca Semiconductor Inc., based in Ottawa, Ontario, is a designer of voice control and search technology (VCST), a new category of user interface technology that helps users find, select, and enjoy their digital music, videos, and other home electronics. Avoca won an IEEE Ottawa Section 2006 Award for innovation in developing its voice interface platform solution, the Avoca VIP™ family, which includes the Media Control Platform™ product line. More information can be found at www.avocasemi.com.

About All Media Guide – All Media Guide, based in Ann Arbor, Michigan, is the leading authority on music, movies, and games. Since 1991, the company has provided comprehensive content and technologies to support the physical and digital distribution of entertainment media. With thousands of musicologists, film historians, and game specialists contributing over the years, AMG has created the industry's cleanest, most in-depth database of information and original editorial content. AMG content and technologies are licensed by leading consumer electronics manufacturers, retailers, and Internet sites. Visit AMG at www.allmusic.com, www.allmovie.com, and www.allgame.com.

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