



## Avoca News Release

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*FOR IMMEDIATE RELEASE*

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## Expanding Control Possibilities in Entertainment Systems, Avoca VIP Music Edition adds Voice User Interface

**Unique Music Player and Handheld Controller adds voice search and voice control commands, redefining how users can select music and control devices**

OTTAWA, Aug. 28, 2008 – Avoca Semiconductor Inc. (Avoca), a leading designer of voice-enabled user interface solutions, announces a new era in digital entertainment with the launch of its **VIP systems family**. Avoca systems provide owners of music collections with the easiest available way to access, play and enjoy their music. Its unique voice-activated technology adds “Voice” to the senses of touch and sight traditional interfaces employ, increasing human sensory power by 50 percent in the control of electronics.

A new interface category called **Voice-Enabled Multi-modal Interface (VMI)** is at the core of Avoca’s first system, the **VIP Music Edition**, and embedded in the Music Edition’s

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powerful handheld controller, the **Music Companion**<sup>™</sup>. Avoca's VMI implementation also introduces two important innovations to the use of music players. First, there is no need for users to train the system to recognize each user's voice. Second, the system immediately allows any number of family members or friends to use the VIP Music Edition. The system instantly understands plain English phrases, regardless of speaker.

"We get a kick out of the voice-enabled interface, and like the way it is in the living room," said early adopter Nick Deeble, "It's convenient and easy to access, search and find music." Another initial owner, Larry Sargent, said "The Avoca system works like a charm! It provides the best audio convenience and performance I could imagine. I can play all my CDs, anywhere in the house, anytime. And we all enjoy having the voice search interface."

Avoca technology also acknowledges users' native intelligence, recognizing they often know exactly what they want a system to do. Other user interface technologies make the content list, with its nested menu trees, a barrier to quickly completing simple tasks. The reliability of Avoca's VMI is high, allowing most users first-time success, and guaranteeing 100 percent task completion.

Avoca's unique **Say it-Play it**<sup>™</sup> touch-and-talk interface is based on its **Media Control Platform**<sup>™</sup> (MCP) technology. The technology is embedded in the Music Companion, the powerful, wireless handheld remote included with each VIP Music Edition. The Music Companion also includes a large, bright 3 x 2.25-inch touch-screen on which users can browse their music libraries by genre, artist, album, or track. Users can control their audio environments by voice or touch, as they prefer, from anywhere in a home, without depending on a direct line of sight to the Music Edition, or to a TV or other screen to see the music list.

The Say it-Play it interface responds to simple, intuitive voice commands like: "Play The Eagles...Play the Boss...Set volume to 8...Display by Artist...Queue Yesterday," and so on. The responsive voice control makes browsing music collections fast, convenient and fun, while bypassing the menu trees and avoiding the delays of traditional interfaces. Users can

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also attach nicknames or shorter names to music items, making them even more convenient to select.

Each Music Edition system supports up to seven Music Companions, making it easy to bring voice-enabled music to any room in a house. The Avoca platform is designed to allow homeowners to take advantage of a custom installer's or integrator's ingenuity to create enhanced implementations of the VIP systems family, bringing the Music Companion's power to other elements of a home control or automation system.

The Avoca Music Companion is included with each VIP Music Edition, which is available now from authorized Avoca dealers at suggested prices starting at \$3,990. The Music Edition can be seen with Avoca's other innovative products at Booth 1095, Denver Convention Center, during the CEDIA Expo show, Sept. 4-7, 2008.

#### **About Avoca**

Avoca Semiconductor Inc., based in Ottawa, Ontario, is a designer of systems with Voice Control & Search Technology (VCST), a new category of user interface technology that helps individuals find, select, and enjoy their digital media, and control other home electronics. In 2006, Avoca won an IEEE Ottawa Section Award for innovation in developing the Avoca VIP™ family, its voice interface platform solution. In 2007 Avoca was chosen among early stage companies as one of the 2007-08 winners in the competition for Canada's Top 10 Technology Companies. This competition is organized annually by OCRI, the globally respected Ottawa Centre for Research and Innovation. More information can be found at [www.avocasemi.com](http://www.avocasemi.com).

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