



Sensory Inc. is the leader in speech technologies for consumer products and is a profitable and fast growing company.

Sensory is focused on improving the user interface in consumer electronics through speech recognition, speech synthesis and other speech technologies. Sensory sells both IC and embedded software solutions.

Sensory was founded in 1994 and has put speech recognition solutions into over 50 Million products from 100s of leading consumer electronic manufacturers including Hasbro, Sony, JVC, Kenwood, Mattel, Uniden and others. Sensory has sold more speech recognition and voice biometric ICs than all its competitors combined.



BlueGenie™ Voice Interface Technology Suite for CSR - BC05 MM

Sensory has the smallest and most accurate speech solution for Bluetooth® powered headsets and hands-free car kits. Sensory offers the following technologies - along with a complete HFK reference solution with system source code - for fast time to market and reduced development cost/risk.

Speaker Independent Voice Recognition

- *With no user training required, enable simple voice commands to replace confusing button pushes and control operations such as pairing, connection, dialing, battery check and other operations. Users can always ask for help with "What Can I Say?"*

"Truly Hands-Free" Continuous Listening Voice Trigger

- *Never force the user to take their hands off the wheel and eyes of the road to reach up, locate a specific button, and press it. Any car kit can be "Truly Hands-Free" with the user simply having to say a command such as "Hello BlueGenie" to wake up the system to listen for an operational voice command.*

SX Compressed Voice Synthesis

- *Replace confusing LED flashes and beeps with natural sounding customizable voice prompts. Pairing help, connection and battery status, confirmation of calling operations, and other useful help prompts help significantly reduce user confusion.*

Text-to-Speech

- *For systems with access to the Caller ID name, our Text-to-Speech solution can inform the user of the caller's name with a highly intelligible synthesized pronunciation before letting the user answer or ignore the call with a hands-free voice command.*

GIVE YOUR PRODUCTS THE RECOGNITION THEY DESERVE!

Outstanding Reviews for BlueGenie based Bluetooth® Devices!

"An incredibly intuitive 'voice user interface' that is a snap to use."

-CNET

"A useful advance for an industry that's been focused on everything except ease of use."

-Associated Press

"Functionality-wise...is spot on and offers a fantastic voice interface system that never revealed any hiccups during our testing."

-MobileBurn.Com

"What's revolutionary...is the BlueGenie voice control engine. Nothing else on the market can come close to it."

-SlashGear.Com

"Handsdown, the voice control makes the BlueAnt Q1 a winner."

-ComputerWorld

"What sets this headset apart is the BlueGenie Voice Interface... I'm surprised nobody else thought of this...it just makes sense. ...the best Bluetooth headset available today."

-TreoCentral.Com

"The voice-response system, called BlueGenie and made by a company called Sensory, is surprisingly accurate for such a small device. It's better than the voice system in my Blackberry phone."

-U.S. News & World Report

BlueGenie™ Voice Interface (continued)

Technology Suite for CSR - BC05 MM

BlueGenie for Mono Headsets - Reference Solution includes:

- Sensory market leading speaker independent speech recognition
- Voice control for pairing, connection & battery status, Redial, Call Back, Speed Dials, starting Phone recognition, etc.
- SX voice compression and synthesis for the most natural sounding voice prompts
- Handsfree answer/ignore + Text-to-Speech for Caller ID by name
- Dual mic beam-forming technology for improved speech recognition in noise
- System reference source code available for fast time to market and reduced development cost/risk

BlueGenie for HFK's - Adds the "Truly Hands-Free" voice trigger!

- "Truly Hands-Free" technology for power-efficient continuous listening of a wakeup voice trigger such as "Hello BlueGenie"
- Enables devices to be completely hands-free while driving which means never having to look at or touch the HFK to answer/ignore calls, initiate outbound calling operations, or check device status
- Includes all voice enabled operations found in BlueGenie Mono including pairing, connection & battery status, Redial, Call Back, Speed Dials, starting Phone recognition, etc.
- Hands-free answer/ignore & Text-to-Speech for Caller ID by name
- Proven high accuracy recognition in car performance with visor mount reference solution

Enables more user friendly, feature rich, and compelling products

- BlueGenie enables the safest hands-free driving experience with Bluetooth wireless devices.
- Replaces awkward button press sequences with voice commands
- Voice prompting eliminates the need to decipher strange beeps and flashing lights
- More accessible features lead to more differentiation & less commoditization



For more information contact: bluetoothsolutions@sensoryinc.com

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