

## Press release

### Cooperation of Leading European Speech Technology Experts in German Market

*CereProc and SpeechConcept seal Partnership*

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**The cornerstone has been placed for an international speech technology group to enter the German Text-to-Speech market. The computational linguistics specialists of German SpeechConcept have united with synthetic speech (TTS) and voice building experts of Scotland CereProc (see [www.cereproc.com](http://www.cereproc.com)), to form a joint technological alliance, to bring both characterful and emotional voices to the German and Austrian market places.**

According to the SpeechConcept, the goal is to offer a first class alternative to the traditional monotone voices that are offered in the German TTS-market. Whilst these voices are fine for short dialogues, with more advanced system and the need for longer dialogues, a voice that offers emotional content and character is a key factor. The technology and marketing alliance between SpeechConcept and CereProc is focused on offering a combination of innovative speech applications with characterful German voices, at cost effective prices, to move the German TTS-market in to new areas of innovation. SpeechConcept decided to cooperate with CereProc, due to their advanced synthetic speech systems quality and the high degree of flexibility offered to application developers. Another deciding factor for the partnership, was CereProc's flexible approach to business. CereProc was founded in 2005 in Edinburgh, Scotland, by a group of speech experts, who had worked in this area of advanced technology for a number of years. CereProc has a partnership with Edinburgh University's Centre for Speech Technology Research. At present, CereProc offer Text-to-Speech systems for all variants of English, Spanish (Catalonian and Castilian) and Japanese on a number of operating systems, together a Speech Software Development Kit and other tools for speech application developers.

"It is common sense really to bring our team of now 20 internationally experienced computational linguists together with the synthetic speech experts from CereProc.", said Michael Mende, CEO of SpeechConcept. "our combined expertise will provide innovative and cost effective speech solutions that meet our customers business needs, to provide them with the right tools for success in their areas of operation."

"We are proud to have found a partner in SpeechConcept, who not only complements our technology with their speech application expertise perfectly, but also has extensive knowledge of the German speech market ", said Paul Welham, CEO of CereProc, "and we are actively looking forward to being represented in the German-speaking market soon."



SpeechConcept is the most competent service provider for all applications of speech technology. This includes applications based on speech recognition, speech synthesis and dialogue systems. The international team of computer linguists at SpeechConcept who have been built up around CEO Michael Mende, are recognised in the speech industry as leaders in their field of expertise. SpeechConcept focuses on the implementation of complex voice portal solutions and voice-controlled telephony solutions. SpeechConcept systems are characterised by natural dialogues with particularly reliable speech recognition and high quality speech output. SpeechConcept developments meet the highest standards of renowned customers.

Another mainstay is consulting services for users and providers of voice-driven software solutions. In 2007, SpeechConcept's patented software "SpeechAgent" was awarded the Innovation Award of the Initiative Mittelstand (medium-sized businesses); in 2008, the Application Server „SpeechDesigner“ was prized as innovation product.

SpeechConcept GmbH & Co. KG  
Hauptstrasse 85  
69245 Bammental  
Tel. +49 (0) 6223 86870-0  
Fax +49 (0) 6223 86870-10  
www.speechconcept.com  
Contact: [info@speechconcept.com](mailto:info@speechconcept.com)

Contact: Patricia Zimmermann, [patricia.zimmermann@speechconcept.com](mailto:patricia.zimmermann@speechconcept.com)