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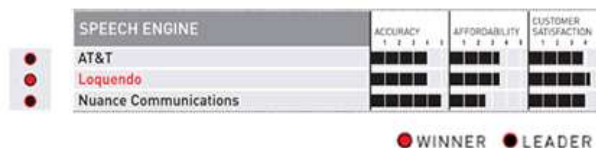
Speech Industry Awards: Loquendo Winner in the Speech Engine Market Leaders Category

July 8, 2011

Loquendo Awarded in Fifth Consecutive Year for Customer Satisfaction, Accuracy and Forward-Thinking

Loquendo, global speech technology provider, is proud to have been named **Winner in the 2011 Market Leaders category for the Loquendo speech engine**. This is the fifth year in a row that Loquendo has been named one of the three 'Market Leaders', and the company's third year as 'Winner'.

In the Speech Engine Category, according to Speech Technology magazine: "Loquendo reclaims the top prize for the third time in this category. Our consultants and analysts gave the company high marks in customization options, accuracy, and customer satisfaction. Particularly strong is Loquendo's Text-To-Speech (TTS) engine... Loquendo also has



been pushing harder into the automated speech recognition (ASR) marketplace with its engine. This year's refresh of Loquendo ASR, version 7.9, now includes Arabic ... Loquendo also launched a Romanian TTS voice this year..."

Speech Technology Magazine's Market Leader Awards are made following months of research, and name "one winner, two leaders and a Vendor Contender in each of six categories using a proprietary scoring formula that involves input from industry analysts and consultants. The selection of these leader companies was based on a composite of the judges' scores in several areas, including affordability, customer satisfaction, ease of use, accuracy, speech, depth of functionality, and company direction. We used a weighted scale for each of these criteria based on their importance to current or potential customers."



"The 2011 Speech Industry Awards, in naming Loquendo Winner of Market Leaders 2011, have recognized that our high-performing speech engines offer customers reliability and accuracy, powering technologies that are fully scalable and highly flexible. The award also explicitly acknowledges that Loquendo puts its customers' needs first, while driving the market forward with technological innovations," said Davide Franco, Chairman and CEO of Loquendo. "As a pure technology provider, Loquendo is unique in the speech industry in placing its focus purely on the technology, sure in the conviction that, as technology evolves and expands into every area of our lives, the voice represents a truly effective, efficient yet at the same time human interface to breach the gap between user and device. This is the reason why, since its foundation more than 10 years ago, Loquendo has continued to work hard to make speech technologies available and affordable for everybody, for all environments, right across the world."

The 2011 Speech Industry Awards will be presented at the [SpeechTEK Conference](#) at the Hilton New York, New York City, August 8-10, and are published in the July/August 2011 issue of [Speech Technology magazine](#). A shortened version can be found [here](#).

About Loquendo



Awarded Speech Industry 'Market Leader' for the past five consecutive years, Loquendo provides a complete range of speech technologies for telephony, mobile, automotive, embedded and desktop solutions – in 32 languages with 76 voices, and constantly growing.

[Loquendo TTS](#) and [Loquendo ASR](#) empower people to interact with technology in the most natural way possible – using their voice – creating a next-generation client experience while saving businesses millions each year. Also integrable via the [Loquendo MRCP Server](#) and [VoxNauta](#) VoiceXML, CCXML & SCXML platform, Loquendo speech technologies power millions of calls every day in the telecommunications and enterprise markets across the globe. Loquendo TTS and ASR are also deployed in more than 20 million devices worldwide in embedded, automotive and mobile environments.

Loquendo is a Telecom Italia company headquartered in Turin, Italy, with offices in the US, UK, Spain, Germany and France, and a global network of partners. For more info, and to hear Loquendo TTS for yourself, go to www.loquendo.com