

## **SENSORY, INC. COMPANY & TECHNOLOGY FAST FACTS**

***Making Electronic Devices Talk and Hear since 1994***

### ***About Sensory, Inc.***

Sensory is a leader in speech technologies for consumer products. The company's chips and technologies have been used by hundreds of consumer electronics manufacturers and have shipped in over 60 million products. Sensory's mission is to improve the way humans interact with products by using high quality, low cost speech technologies. Consumer electronics giants such as Adidas, Audiovox, BlueAnt, Hasbro, Hamilton Beach, Jensen, JVC, Kenwood, Mattel, Sony, Toshiba, and Uniden use Sensory's low-cost, small footprint ICs and software-only speech-based solutions. The company holds several dozen patents (issued and applied for), in the area of embedded speech technology, and continues an aggressive research and development program today. Sensory is a profitable, fast-growing private company that holds the largest share in the dedicated speech recognition chip and the voice biometric chip markets. Sensory is the first company to develop a voice user interface (VUI) for Bluetooth headsets and car kits, a market which already is exceeding 100 million units per year and continues to grow at double digit rates.

### ***Executive Management***

Sensory was founded by Todd, Forrest and Mike Mozer. The Mozer family worked together previously in founding ESS Technologies, a company that helped pioneer audio technology in consumer electronics and PCs over two decades ago. Todd Mozer leads Sensory as its Chairman, CEO and President, and has recruited a staff of world-renowned speech experts from many of the leading universities and academic institutions around the globe.

### ***Company History***

- 1994 – Founded
- 1995 – Introduces the RSC 164 - first commercially successful speech recognition IC
- 1998 – Introduces first speaker verification IC
- 2000 – Acquires Oregon based Fluent-Speech Technologies
- 2002 – Acquires Texas Instruments line of speech output ICs (the SC series)
- 2007 – Introduces first Voice User Interface for Bluetooth silicon (CSR BC-5) - BlueGenie
- 2008 - Introduced "timeset" technology for speaking the time to set alarms on clocks
- 2009 – Worlds smallest text to speech system (TTS) and Truly Handsfree Triggers
- 2010 – Introduced the NLP-5x – First Natural Language Voice Processor

***Headquartered:*** Sunnyvale, CA

# Technology Fast Facts

Sensory offers world class speech technologies on both hardware and software platforms.

## ***Hardware:***

**NLP-5x chip:** Capable of handling complex grammars and context-specific natural language recognition. Software also includes TTS, Truly Hands-free Triggers, MP3 and MIDI playback and MUCH more. New hardware includes multi-channel 16-bit ADC and DAC, LCD and motor control logic, hardware interfaces (USB, SPI, UART, etc.), OTP memory (for fast and flexible programming), general purpose I/O and memory bus, and much more.

**RSC-4x series processors:** The industry standard in programmable, flexible, fully integrated speech recognition processors for cost sensitive applications. The chips can provide speaker-independent (SI) and speaker-dependent (SD) discrete word recognition, speaker verification (SV), speech and music synthesis, as well as full-product control. All are supported by best-in-class demo units, compilers and development tools.

**SC-6x series processors:** Includes high quality speech and music synthesizer ICs that give your product speech synthesis output.

## **Software:**

**FluentSoft™ technology:** FluentSoft™ speech recognition technology is designed for low-cost, large volume applications such as portable MP3 players, internet access devices, wireless handsets, automobiles, PDA's, and medical and industrial instrumentation. Capable of recognizing thousands of words and designed to create a natural man-machine interface, FluentSoft employs both word spotting and phrase spotting technologies to avoid the limitations of discrete word command-and-control. Sensory offers a Software Development Kit (SDK) that runs on Windows or Linux and supports the PocketPC/StrongARM platform as well as the iPhone platform.

**Bluetooth solutions:** The BlueGenie™ Voice Interface enables the safest, most user-friendly and feature rich Bluetooth devices.

- **BlueGenie Mono & Stereo Headset Interface** for CSR's BC-05 allows manufacturers of Bluetooth enabled headsets to implement full voice control with synthetic speech output in their solutions, thus removing the historic need for confusing button presses, LED flashes, and tone beeps. TTS enables caller ID by name, and special features like Bargain allow answer calls while the caller prompt is being spoken.
- **BlueGenie Lite™** for CSR's BC-5 and BC-3 is Sensory's Bluetooth solution for entry level headsets and HFKs to add high quality voice prompts to their systems with minimal impact on flash memory requirements due to advanced Sensory proprietary compression technologies. It is the most cost-effective way to add customizable Caller ID and user-friendly system prompt notifications to Bluetooth devices.
- **BlueGenie Car kit** – Includes all the features for the headsets, plus the Truly HandsFree Triggers, so that no button pressing is required while driving. Just call out to the device "Hello BlueGenie" and it responds. Even in noisy in car conditions