Press Release

Nomen est Omen – OneBridge becomes VoiceObjects

Cologne – July 16, 2002

OneBridge AG is changing its name to VoiceObjects AG. As the Romans would say, “nomen est omen”, which is in line with the core concept and paradigms of voice-controlled dialogue systems.

With the patent-pending VoiceObjects™ concept, voice dialogues of any complexity can be assembled following the Lego principle. In this way, voice/speech is entering into industrial service for the first time. So what could be more logical than to elevate the centre of focus of this still very young company in Bergisch-Gladbach near Cologne, Germany into a visible new brand for the market? No sooner said than done. “Recognition of an opportunity and the fast and resolute reaction to it are fully in line with the team spirit at VoiceObjects AG,” emphasises CEO Karl-Heinz Land.

The name of the product VoiceObjects Factory© released on July 15 sums up this visionary concept: Speech as a natural interface can be made serviceable for applications of all kinds using open standards.

The VoiceObjects™ brand name distinguishes two salient aspects of this strategic orientation: On the one hand, the concentration on extending the technological leadership of the standard software for the fast and easy development of voice applications. On the other hand, the central position being aimed for in a global growth market.

“Our route is marked out for us by open standards and strategic partnerships with the major global players,” Karl-Heinz Land states and goes on to say: “The location of our facility in Bergisch-Gladbach near Cologne offers the ideal starting point for our international market orientation.” This means that “English spoken” prevails in our internationally staffed development department. The experienced German

management team has an innate global perspective: They wrote their business plan in the USA.

In April 2002, the Deutsche Telekom AG (T-Venture) and enjoyventure Management GmbH acquired holdings in the company, which was founded in the spring of 2001. The commitment of these two partners exceeds by far their financial engagement.

The VoiceObjects AG Supervisory Board:

- Dr. Hagen Hultzsch
  (Chairman, former executive director of Deutsche Telekom AG)
- Helmut Kalt
  (Director of Siemens AG)
- Dr. Peter Wolf
  (Managing Director of enjoyventure Management GmbH)

Famous Angel:

- Professor Roland Berger

VoiceObjects AG develops and markets the VoiceObjects Factory© the world's first open software platform for simple and fast creation of voice-controlled services. Following the Lego principle, so called VoiceObjects™ can be linked together for interactive dialogues of any complexity. VoiceObjects Factory© is an open platform based on standards such as VoiceXML or SALT, completely enclosing complex speech processing systems and other core technology. This enabling technology means ease of use in the first instance for users and designers of such voice-controlled solutions.

Contacts for further information are:

VoiceObjects AG
Christoph Sieberz, Chief Marketing Officer
csieberz@VoiceObjects.com
Tel: 02204-845 120
Fax:02204-845 101

Kolberg Kommunikation
Guido Kolberg
kolberg-pr@t-online.de
Tel: 0221-314562
Fax:0221-314566