

## **OnMobile launches the world's first Indian language Speech Recognition Model**

**Bangalore, India (June 8<sup>th</sup>, 2004)** – OnMobile today announced the commercial launch of its Automatic Speech Recognizer (ASR) for Indian languages. This is the first time that a complete and comprehensive language model has been developed and deployed for the Indian market. This landmark development ushers in the capability for Indian consumers to interact with automated services with simple voice commands in their native languages.

The new model currently supports major Indian languages like Hindi, Marathi, Gujarathi, Bengali, and Punjabi. Support for Tamil, Telegu, Kannada and Malayalam will be available shortly.

OnMobile is deploying the Indian English language model for commercial service with the leading wireless operators in India, including Airtel, Hutchinson, Idea Cellular and Tata Indicom. Over 8 million unique cellular subscribers all over India use this technology to enjoy OnMobile-powered services such as Cricket, RingTones, Musicards, Jokes, Contests, CheckMate, Liquidate, etc.

Following the successful deployment of these speech-enabled multimodal Value added services, OnMobile has extended the power of speech recognition to Call Center automation for Telecom Operators and Financial Services institutions. A wide range of M-Commerce and Enterprise applications, including wireless vertical market solutions are also being launched.

“Our customers have begun realizing the economic benefits of this technology with significant increase in Value Added Services revenues wherever they have been deployed. The launch of the Indian language speech recognizer reaffirms our commitment to the Indian market and to the continued emphasis on making services easier to use for the consumer. We will continue to develop and launch cutting-edge services which leverages our technology strengths and maintain our market leadership” Arvind Rao, CEO of OnMobile Systems said.

Development of the speech recognition model for Indian languages was a challenge. In the project spanning over 9 months, OnMobile worked closely with the Central Institute of Indian Languages (CIIL) – Mysore and Nuance (NASDAQ: NUAN). Several hundred thousand speech samples were collected that included words, phrases, sentences, numbers and connected digits. Linguists from CIIL provided their expertise for the pronunciation styles and their variations across the Indian sub-continent.

The exercise also involved transcribing and tagging all the speech samples, which were finally then processed to build the Speech Recognition Model. The speech samples were collected through different access channels like landline, CDMA and GSM phones to

account for the acoustic impact that these communication modes have on the speech recognition technology.

Mouli Raman, CTO of OnMobile said “The Indian language speech recognizer has made it easy for the common man to use a variety of new services with just a regular mobile phone. While IVR and SMS-based services have their limitations, other services require advanced handsets and devices that limit the penetration and adoption for these services. Now with speech recognition and our Indian language models, these advanced services are simpler, easier to use and available to all users.”

OnMobile’s Multimodal systems have being deployed for Value Added Services by Mobile and Fixed-line Service Providers in India. These systems currently handle over 4 million premium airtime calls every month.

For more information, please visit [www.onmobile.com](http://www.onmobile.com)

**About OnMobile Systems:** OnMobile Systems, Inc. provides true mobility by delivering a multimodal platform and applications to Telecom Operators, enterprises, mobile virtual network operators (MVNOs) and Application Service Providers (ASPs) worldwide. OnMobile was spun out of Infosys Technologies (NASDAQ: INFY) to build cutting-edge software solutions for the telecom industry, and has offices in Silicon Valley, USA and Bangalore, India.