

FOR IMMEDIATE RELEASE

VoiZapp Announces Speech-Enabled Mobile App Division

Add Speech to New or Existing Apps

AUSTIN, Texas – June 6, 2011 – As part of our commitment to design, create, and market the very best mobile apps available today, Austin, Texas software development firm VoiZapp, Inc. has assembled a crackerjack software development team led by Dr. Robert B. Wesson, whose Ph.D. in artificial intelligence and specialization in Automated Speech Recognition is augmented by decades of software development and marketing experience. VoiZapp's experts manifest broad experience across the various modalities of mobile app design, programming, and marketing. VoiZapp's experts are now available to create custom speech-enabled mobile apps for clients or to add speech recognition and/or text-to-speech to their existing iOS or Android apps.

"VoiZapp has designed and built world-class speech-enabled mobile apps such as *Friends Aloud* for the iPhone, iPod Touch, and iPad, and is rapidly adding more such apps that let the user interact with their visual streams of information via voice in an intelligent and reliable fashion," Dr. Wesson said. "In response to inquiries from other companies who want to speech-enable their own mobile and/or web apps, we have opened up our development environment. VoiZapp's personnel have given voice to the most demanding applications on the planet, including training simulators for air traffic controllers, and it's time we broadened our reach to the rest of the mobile marketplace. People need to stop squinting and poking at tiny screens, and start talking to their mobile devices."

Dr. Wesson's deep history in speech recognition includes inventing the world's first speech-enabled air traffic control training simulator that ultimately garnered over \$100 million in U.S. Air Force and Federal Aviation Administration contracts; adding voice control to the F-35 Joint Strike Fighter cockpit; building portable speech-to-speech translators; and giving voice to *Real Sue*, a free conversational Android app. In addition to its multiple flavors of *Friends Aloud*, VoiZapp's emerging *Aloud* series will soon include *Tweets Aloud*, (Google) *Reader Aloud*, (Facebook) *Messages Aloud*, (Read It) *Later Aloud*, and *Emails Aloud*.

Supporting materials

Additional details about VoiZapp's Custom Mobile App Division: <http://www.voizapp.com/services.html>

A video introduction and full demo of *Friends Aloud*: <http://www.voizapp.com/friends-aloud.html>

Press kit download: <http://www.voizapp.com/press-room.html>

Bios of key personnel: <http://www.voizapp.com/management.html>

iTunes App Store pages

- *Friends Aloud HD*: <http://itunes.apple.com/us/app/friends-aloud-hd/id439081208?mt=8>
- *Friends Aloud Pro*: <http://itunes.apple.com/us/app/friends-aloud/id423549443?mt=8>
- *Friends Aloud Lite* (free iPhone version): <http://itunes.apple.com/us/app/friends-aloud/id426816820?mt=8>

About VoiZapp, Inc.

Founded in 2010 but with roots that reach back to the dawn of personal computers, VoiZapp Inc. is a software development company located in Austin, Texas. Our founders have been developing software for personal computers for literally decades, from games to productivity to professional training simulation software. Our mission: to augment heretofore visual streams of information with speech on mobile devices. The core idea is that mobile devices are used when you're on the go and not able to (or should not) focus on or manually manipulate visual information presented on too-small screens anyway. Yet you'd still like to stay connected with your digital life -- Facebook posts & messages, emails, tweets, articles, website, and books you didn't have time to read at the office. VoiZapp's apps make all that possible.

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