



STEP Labs Assembles Leading Technology Companies to Design Industry's Best Hands-Free Car Kit Platform

"Ultimate Car Kit" platform solves consumer issues with after-market speakerphones in unbranded, after-market, retail-ready, car kit speakerphone designs with an unprecedented combination of features and radically better performance than every other Bluetooth™ car kit and speakerphone on the market. Available for preview at CES in STEP Labs' booth #931.

Las Vegas, NV ([PRWEB](#)) January 8, 2009 -- STEP Labs™ is demonstrating the Ultimate Car Kit platform to select channels and distributors at the CES 2009 tradeshow. This car kit platform offers unbranded, after-market, retail-ready, car kit speakerphone designs with an unprecedented combination of features and radically better performance than every other Bluetooth™ car kit and speakerphone on the market.

The partners on the Ultimate Car Kit platform, STEP Labs, ASTRO Studios, and Foxlink, collaborated to address consumer criticism of previous in-car and tabletop Bluetooth-connected speakerphones by incorporating large speakers, attractive design and best-in-class hardware and software for unparalleled voice quality and speech functionality. The partners also integrated many cutting edge technologies and features to produce a hands-free, voice-controlled, Bluetooth car kit with superb speech-recognition and a robust set of user-friendly features which doubles as speakerphone.

1. The appealing, consumer-driven industrial designs are provided by ASTRO Studios
2. Feature-rich software package is integrated into STEPware™ by STEP Labs, including:
 - STEPvoice™ noise elimination for superior voice call quality and 100% speech recognition success in up to 90 decibels of noise
 - Phone Book & IOT application by Advanced and Wise Technology Corporation (A&W)
 - "Caller ID by Name" Text to speech voice prompts with NowSpeak Mobile TTS
 - Voice dialing and user friendly system control via Sensory speech recognition
 - Customizable SX voice synthesis by Sensory
3. Best-in-class consumer electronics manufacturing supplied by Foxlink, integrates:
 - CSR's market leading BlueCore 05-MM Bluetooth chipset
 - Sensory's market leading speech recognition chip
 - Bosch's vibration sensor support auto-on and auto-off functions
 - Low power hardware and software which produces 20 hours of talk time

"Everything we've integrated, from ASTRO's attractive designs and Sensory's leading voice recognition engine to STEP Labs' innovative noise elimination technology, combines to create an unparalleled user experience," said Michael Hickerson, President of STEP Labs. "Together, STEP Labs and its partners on the Ultimate Car Kit platform solve the problem of speech recognition and voice control for one of the most taxing noise environments - a moving car with the windows down, the radio on, and children playing in the backseat."

Each of the companies involved in the Ultimate Car Kit platform has contributed to making the industry's highest quality, most feature rich, easy to use car kit platform which is flexible enough to be packaged as a speakerphone or a car kit. The platform is available in 6 unique designs that can be branded and packaged for any high-volume wireless OEM, retailer, carrier, or device manufacturer. Private demos of the car kit designs, which can be on store shelves in fewer than 90 days, will be available upon request at STEP Labs CES 2009 Booth 931 in the North Hall.



About STEP Labs

STEP Labs is a venture-backed, Silicon Valley-based acoustic software and acoustic design services company whose technology produces crystal-clear voice communications even in extreme noise environments. STEP's patented technology enables speech recognition and hands-free communication by using an understanding of the physics of sound wave propagation to isolate voice from ambient noise. This approach offers broad applicability to a wide range of wireless telecommunications and consumer electronic devices. Step Labs, StepWare, StepWare Auto and Step OnBoard are trademarks of Step Labs Inc. Visit <http://www.step-labs.com>

About ASTRO Studios

ASTRO Studios, Inc. in San Francisco, creates supercharged products and brands for clients worldwide. For info & pictures, check out <http://www.astrostudios.com>. For human contact: John Moreira: johnm@astrostudios.com or call 1.415.487.6787.

About Foxlink

Headquartered in Taipei, Taiwan, Foxlink is a leading developer and manufacturer of communication devices, computers and consumer electronics. Foxlink (TSEC: 2392), was founded in 1986 and initially specialized in the manufacturing of communication products, later expanding into consumer electronics. Foxlink has two principle business lines -- components and assembly -- which support the production of communication and consumer electronics devices such as cables, connectors, handsets, MP3 players, video game consoles, Bluetooth headsets and GPS units. In addition to its headquarters in Tucheng, Taipei, Taiwan, Foxlink has offices in Brea and San Jose, California; Chicago, Illinois; Seattle, Washington; as well as other locations worldwide to support its global customer base. Form more visit <http://www.foxlink.com>.

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