



ALANGO

Technologies and solutions

A periodic newsletter brought to you by Alango Technologies Ltd.

On The Road Again!

In-Car Communication Testing

Have you ever struggled to make yourself heard, and understood, by rear seat occupants while driving? Certainly you have! Trying to raise your voice above the level of road noise is more than a frustrating experience. In fact, it leads to driver distraction, which is a leading cause of accidents.

Alango's [Sound Reinforcement Package "SRP"](#) is designed for in-car communication. We took our SRP technology on the road and obtained compliant test results for the Head Acoustics "HQS-ICC" standard. Read about it [here](#). Here is a [short video clip](#) demonstrating SRP in the real world.

All in all, it was a busy but productive week. In addition to objective qualification of SRP, we also performed important E-Call qualification testing including ITU-P.1140 and GOST33468.



Cadence CDN Live

Earlier last month we were on the road again. This time at Cadence's [CDN Live](#) event in Munich, Germany. Cadence Tensilica HiFi cores are an important platform for Alango. The partnership goes way back. Hence, we were eager to participate and present the benefits of using a dedicated DSP core, in the system architecture, running Alango's software. Attendees were offered two Alango presentations:

"The System Approach to Voice Enhancement for Automatic Speech Recognition in IoT Devices. Another Reason to Use Dedicated DSP Cores in IoT SoC's" - Dr. Alexander Goldin, President & CEO.

"Efficient In-Car Communication for Safety and Convenience. Another Reason to Use Dedicated DSP Cores in Automotive IVI SoC's" - Igor Greenblat, Marketing Manager.

If you are interested in these topics but didn't have a chance to attend, we'd be pleased to hear from you.



BeHear NOW

Some of you may have been following Alango's development of hearing enhancement technology. In April we began shipping our first concept product, BeHear NOW, to backers of our [Indiegogo campaign](#).

Here is a recent comment from one of our backers; "Wow, I'm blown away. I am hearing sounds I haven't heard in years". All of us at Alango and the Wear & Hear team are blown away with the encouraging comment!

It's an exciting time for our [Wear & Hear](#) staff who will be on the road again this month at HLA in Minneapolis, Minnesota, from June 21-24.



W&H Bluetooth Headset



Product Corner

Alango has been around since 2002 and our sound processing software is in tens of millions of products. Traditionally, our software has been used for human-human communication. Just recently, Alango's software has been selected for a couple of unique products; the [Hi Mobius](#) AI assistant from Cosonic and the [Hello Smart Translator](#) from SSK.

Our theme for this newsletter, "[On the Road Again](#)", was inspired by Willie Nelson.

As always, we look forward to HEARING from you!

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