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**FOR IMMEDIATE RELEASE**

**MOSHI® INTRODUCES INTERACTIVE VOICE RESPONSIVE CLOCK**

*Moshi® IVR Alarm Clock is the First to Set Time and Alarm by Voice Alone*

**WOODLAND HILLS, Calif., (November 10, 2008)** - Moshi, a division of SnS International, creator of the highly successful Moshi Pillow, continues to deliver comfort and convenience with the debut of the Moshi IVR Alarm Clock featuring TimeSet technology.

Moshi IVR Alarm Clock is the first touch free clock that can set both time and alarm by voice. The user can initiate commands by saying "Hello Moshi™," and the clock will respond with, "Command Please." Utilizing the Interactive Voice Recognition technology, the clock will carry out instructions to any of the 12 Voice Activated Commands.

The IVR technology utilizes an unique hybrid model of Neural Net and HMM Phonetic Speaker Independent (SI) Recognition software. It allows for large vocabulary recognition which is highly accurate, noise robust and capable of accommodating a wide variety of accents. Without any pre-programming, each Moshi IVR Alarm Clock can recognize every user's voice right out of the box.

Advanced features such as continuous word and phrase spotting work to eliminate the limitations of "discrete word command-and-control," creating a more natural user interface. The Moshi IVR Alarm Clock is continuously screening conversations, waiting for the user to initiate by saying, "Hello Moshi™."

"We are excited about this product's revolutionary technology that brings added convenience and comfort to our customers' daily lives," said Michael Nostrant, CEO of SnS International. "Whether it is the ease of setting the alarm from bed or asking for the

time while working across the room, we have designed this alarm clock to work with you to make your life a little bit easier."

The Moshi IVR Alarm Clock is for anyone seeking simplicity in their busy lives. Moreover, the World Blind Union officially endorses the Moshi IVR Alarm Clock because of its ease of use through verbal commands, which have benefited the blind community.

## **Availability and Pricing**

The Moshi IVR Alarm clock is currently available at [www.MoshiLifestyle.com](http://www.MoshiLifestyle.com) and through other authorized resellers, starting at \$49.99. For more information, please visit: [www.moshilifestyle.com](http://www.moshilifestyle.com).

## **About Moshi**

MoshiLifestyle™ was formed to encompass what the Moshi Pillow symbolizes: comfort through innovation. Moshi products apply advanced technology to home appliances in a user-friendly fashion that creates solutions for everyday problems.

Moshi is dedicated to producing high-quality products at low costs that integrate into each customer's lifestyle. Moshi customers look for unique and innovative products that provide efficiency and comfort. For more information, please visit: [www.MoshiLifestyle.com](http://www.MoshiLifestyle.com).

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