



**VoiceSignal**

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## **For Immediate Release**

# **HASBRO'S NEW R2-D2 INTERACTIVE ASTROMECH DROID USES VOICE SIGNAL'S SPEECH RECOGNITION SOFTWARE**

*Voice Signal's Embedded Speech Solution Gives Realistic R2-D2 Toy The Ability To Recognize  
And Respond Playfully To A Wide Variety Of Spoken Phrases*

**New York City – October 30, 2002** – Voice Signal™ Technologies, the leading developer of speech interface software for mobile devices, has teamed up with Hasbro, Inc. (NYSE:HAS) to deliver a voice-activated version of R2-D2, the lovable, heroic droid familiar to every fan of the *Star Wars* saga. Integrating Voice Signal's MicroREC™ speech recognition software, Hasbro's R2-D2 INTERACTIVE ASTROMECH DROID can recognize a variety of spoken phrases, and then immediately respond with an appropriate action or reply, giving it a unique degree of realism and interactivity.

The R2-D2 INTERACTIVE ASTROMECH DROID has three voice-activated play modes and will respond to 40 different commands with appropriate actions or answers that reveal his endearing personality. In Companion Mode, R2-D2 understands and responds when a child instructs him to "Go On Patrol" or "Play Message." In Game Mode, R2-D2 plays one of five voice-activated games including "Light Tag" and "Spin the Droid." He will even play the "Cantina" song and do a spinning dance. In his most advanced play mode, Command Mode, R2-D2 can be programmed to move in a series of different directions on command.

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“Speech is a very natural way for children to interact with their toys,” said Wayne Luther, Hasbro’s Senior Vice President of New Technology Development and Concept Acquisitions. “Integrating Voice Signal’s speech input and recognition into our R2-D2 INTERACTIVE ASTROMECH DROID has enabled us to create a very rich play experience for kids.

“Hasbro has a well-deserved reputation for creating fun, innovative, quality products, and we are delighted that they have chosen Voice Signal to supply the speech recognition software that brings a new level of realism and interactivity to this exciting new product,” added Stewart Sims, Voice Signal’s Executive Vice-President of Marketing. “Like Hasbro, we believe that one of the keys to a successful toy, is for it to come alive for the child. Being able to talk to a toy, and have the toy respond appropriately is a natural part of that play pattern.”

**Availability**

Hasbro’s R2-D2 INTERACTIVE ASTROMECH DROID is available at leading toy retailers for approximately \$100.00, and is recommended for children ages 8 and up.

**About Hasbro, Inc.**

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. More information is available at: [www.hasbro.com](http://www.hasbro.com).

**About Voice Signal Technologies**

Established in 1995, Voice Signal Technologies, Inc., is a privately held company based in Woburn, Massachusetts. The company specializes in developing state-of-the art speech interface solutions for mobile devices and electronic entertainment products. For more information, please visit: [www.voicesignal.com](http://www.voicesignal.com).

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