

## **DSPG and HMO to showcase HOOP technology at CES**

### **Key points:**

- **HearMeOut, together with its technology partner, DSPG Group, Inc, to launch HOOP prototype at one of the world's largest consumer electronics shows, CES**
- **Together with partner DSPG, HearMeOut representatives will be showcasing the HOOP IoT device to car manufacturers, EOM's and potential consumer partners**
- **In addition to presenting HOOP at CES, representatives of HearMeOut will also further discussions and negotiations with a range of high level executives representing car manufacturers, media/publishing groups, advertising groups, etc regarding use of, or integration with, the HearMeOut platform**
- **HOOP, is a revolutionary IoT device which enables drivers to easily control their feed and the entire HearMeOut platform without linking to any "connected car" platform**

**5 January 2018:** HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice - based social media platform, will be launching its HOOP IoT device with its technology partner DSPG Group®, Inc. (NASDAQ: DSPG) at the CES event in Las Vegas from 9-12 January 2018.

The CES event (<http://www.ces.tech>), hosted by the Consumer Technology Association, is widely regarded as one of the world's largest and most significant consumer technology events, attracting some of the largest consumer technology brands and the world's leading technology media and investors.

DSPG Group, Inc. and HearMeOut have chosen to launch the prototype of the HOOP device at CES as they believe it will enable them to efficiently and effectively meet with and engage with the largest group of car manufacturers, OEMs and potential consumer partners. They will use these meetings to showcase the technology and receive feedback on specific user cases for each of the key stakeholder groups, as the technology is developed further during H1 2018.

HOOP, an Internet of Things (IoT) device is compatible with any car steering wheel, letting drivers safely use the platform with both hands on the wheel. It will also be able to be used while out of the car. Further details on the product and the partnership with DSPG Group, Inc. can be found in the ASX announcement dated 13 November 2017.

In addition to the launch of the HOOP prototype at CES, representatives of HearMeOut will be using this trip to the US to also meet with and advance discussions/negotiations with a range of high level executives representing car manufactures, media/publishing groups, advertising groups, etc regarding use of, or integration with, the HearMeOut platform.

"With a global channel leading social media platform in place and significant user and publisher engagement with the HearMeOut Platform being achieved, we look forward to concluding negotiations with parties capable of introducing/producing quality content, introducing advertising partners and partnering with the platform in the future." said HearMeOut Co-Founder and CEO Moran Chamsi.

**Ends**

## About HearMeOut

HearMeOut (ASX: HMO) is an Israeli - based global company that provides a revolutionary voice - based social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to 42 - second audio posts through the platform's native feeder on other social networks, such as Twitter or Facebook.

Through this app, people can express their authentic voice and put their unique signature on social media interactions.

For more information on HearMeOut, please visit

[www.hearmeoutapp.com](http://www.hearmeoutapp.com)

### Further Information:

Moran Chamsi  
Chief Executive Officer  
HearMeOut Limited  
E: [moran@hearmeoutapp.com](mailto:moran@hearmeoutapp.com)

David Tasker  
Executive Director  
HearMeOut Limited  
E: [david.tasker@lateral.com.au](mailto:david.tasker@lateral.com.au)  
M: +61 433 112 936



## **DSP Group Launches Major Push into Automotive Market with HearMeOut Partnership and IoT Products**

In-car entertainment and control transformed with HOOP, a voice-enabled IoT system for any device in any car

**Milpitas, Calif., January 4, 2018** – [DSP Group®, Inc.](#) (NASDAQ: DSPG) a leading global provider of wireless chipset solutions for converged communications, and [HearMeOut Limited](#) (ASX: HMO), a platform for voice-based social media, today announced that they have partnered to launch [HOOP](#), a device which enables drivers to easily control their feed and the entire HearMeOut platform without linking to any “connected car” platform. HOOP features DSP Group’s SmartVoice DBMD4, an ultra-low-power, always-on voice and audio processor ideally suited for the automobile market.

“DSP Group’s SmartVoice processor, with its superior noise suppression and voice isolation technology, is uniquely positioned to handle the environment and voice-driven applications necessary to keep drivers focused on the road,” commented Ofer Elyakim, CEO of DSP Group. “The automotive industry recognizes that voice is the most user-friendly interface, and with the introduction of HOOP, we are proud to partner with HMO and showcase how SmartVoice shines in this extremely challenging environment.”

HMO had several stringent requirements needed for HOOP: ultra-low power consumption, a small footprint for the audio processor, always-on for voice activation for any device, best-in-class noise suppression and voice isolation technology to offer exceptional performance in a high-noise environment.

DSP Group’s SmartVoice DBMD4 platform was a perfect fit for HOOP, having met or exceeded all of their requirements. DBMD4 even incorporates a suite of voice enhancement algorithms that significantly improves the user experience and accuracy of speech-driven applications, particularly in high noise environments.

“Our ultimate goal is to offer the best user experience to our customers, combining functionality with safety,” commented Lior Menashe CTO and Co- Founder of HearMeOut, “Because HOOP is compatible with any car steering wheel, we allow drivers to safely use the platform with both hands on the wheel and they don’t have to worry about not being heard or repeating themselves. In DSP Group, we have found a partner that cares as much about the customer experience as we do, and we look forward to working with them to expand our product offering in the future.”

For more information about DSP Group or its line of Voice, Home Automation, Security, ULE and IoT products, please visit the company's website at <http://www.dspg.com/products/>.

*HOOP will be demonstrated at the upcoming CES, 9 – 12, 2018, Las Vegas. To pre schedule demo session contact [info@dspg.com](mailto:info@dspg.com)*

#### **About HearMeOut Limited**

HearMeOut (ASX: HMO) is an Israeli-based global company that provides a revolutionary voice-based social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to 42-second audio posts through the platform's native feeder on other social networks, such as Twitter or Facebook. Through this app, people can express their authentic voice and put their unique signature on social media interactions. For more information on HearMeOut, please visit [www.hearmeoutapp.com](http://www.hearmeoutapp.com)

#### **About DSP Group**

DSP Group®, Inc. (NASDAQ:DSPG) is a leading global provider of wireless chipset solutions for converged communications. Delivering semiconductor system solutions with software and hardware reference designs, DSP Group enables OEMs/ODMs, consumer electronics (CE) manufacturers and service providers to cost-effectively develop new revenue-generating products with fast time to market. At the forefront of semiconductor innovation and operational excellence for over two decades, DSP Group provides a broad portfolio of wireless chipsets integrating DECT/CAT-iq, ULE, Wi-Fi, PSTN, HDClear™, video and VoIP technologies. DSP Group enables converged voice, audio, video and data connectivity across diverse mobile, consumer and enterprise products – from mobile devices, connected multimedia screens, and home automation & security to cordless phones, VoIP systems, and home gateways. Leveraging industry-leading experience and expertise, DSP Group partners with CE manufacturers and service providers to shape the future of converged communications at home, office and on the go. For more information, visit [www.dspg.com](http://www.dspg.com).

#### **Contact**

Tali Chen, CVP Corporate Development, Tel: +1(408) 240-6826, [tali.chen@dspg.com](mailto:tali.chen@dspg.com)