



DSP Group Partners with Sensory to Power simplehuman's New Generation of Sensor Trash Cans

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DSP Group's Smart Voice Technology and advanced suite of pre-processing Algorithms combined with Sensory's TrulyHandsfree are Continuing to Enable the Expansion of Voice Control into the Home

SAN JOSE, Calif., Jan. 03, 2019 (GLOBE NEWSWIRE) -- [DSP Group®, Inc. \(NASDAQ: DSPG\)](#), a global leader in wireless chipsets, announced today simplehuman, a designer and manufacturer of kitchen, bath and beauty products, will incorporate DSP Group's advanced SmartVoice technology running Sensory's TrulyHandsfree SW into their revolutionary sensor trash can with voice control.



simplehuman is a company known for innovative home goods, including a newly announced voice-activated trash can that can open and close through verbal commands. The cans open up to requests of "Open can" and can be verbally instructed to close or stay open for longer tasks. simplehuman is delivering products that help people live more efficient lives at home.

"We chose DSP Group because they offer the most advanced solution for voice communications, with support for the ultra-low power voice commands and advanced pre-processing far-field algorithms. It was an essential component for the performance of speech recognition in our sensor cans," said Guy Cohen, director of electronics engineering at simplehuman. "We take pride in using the best materials and technology in our products. By integrating DSP Group's technology into our latest designs, it has improved the performance and overall user experience."

"TrulyHandsfree is an extremely flexible solution that can enable voice control and wake words on products with nearly any kind of power requirements," said Bernie Brafman, VP of business development at Sensory. "By working with DSP Group, we're able to deeply embed TrulyHandsfree on their ultra-low power DSPs and enable always-listening wake words and voice control on battery-powered products with no noticeable effect on battery life—ideal for products like simplehuman's new voice-enabled trash can."

The tech world is changing, and with it, consumer electronics are getting smarter. DSP Group is collaborating with OEMs to cost-effectively develop cutting-edge voice-activated products for the smart future. DSP Group's SmartVoice solution and the HDClear suite of algorithms is the advanced solution for voice user interface and a perfect fit for far-field applications. It supports a rich set of voice processing features to significantly enhance voice quality, intelligibility and speech recognition accuracy. DSP Group's solution enables the requirements of today's market, with low power, high performance, and voice-activation features.

"We are delighted to be working with simplehuman to apply fresh thinking and new technologies to help drive their business and their customers' experience," says Dudi Jacobs VP of US Sales & Business Development at DSP Group. "We look forward to diversifying and implementing our solutions in a wide variety of voice-enabled applications."

About DSP Group

DSP Group®, Inc. (NASDAQ: DSPG) is a global leader in wireless chipsets for a wide range of smart-enabled devices. The company was founded in 1987 on the principles of experience, insight and continuous advancement consistently deliver next-generation solutions in the areas of voice, audio, video and data connectivity. Experts in voice processing, DSP Group invests heavily in innovation for the smart future, the result is leading-edge semiconductor technology that is enabling our customers to develop a new wave of products that bring enhanced user experiences through innovation like conversation technology. From mobile phones to VoIP and virtual assistants using cloud-based voice services, DSP Group is the answer to the

growing demand for the ever-expanding collection of voice controlled smart devices. For more information, visit www.dspg.com.

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