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Dansk Handicap Forbund, SDI Media Group, and Microsoft join forces for the development of Speech Recognition Technology in DANISH

Urging All Danes to Donate Their Voices to Speech Recognition Technology to Help People With Disabilities

/24-7PressRelease/ - LOS ANGELES, CA, May 12, 2008 - The Dansk Handicap Forbund, today joins forces with SDI Media Group, the world's leading localization company, and Microsoft to bring Speech Recognition Technology in Danish to a whole new level. This collaboration will present Danes with an innovative way to participate in this socially relevant technological advancement.

Rewarded cooperation

Over 2000 male and female voice samples are necessary to adapt this technology to the Danish language and all of its dialects. The collection of voice data recordings is done over the phone and people interested in participating can sign up at [tagordet.com](#). If eligible, each participant will be able to place 2 calls to one of the provided toll free numbers. This major initiative awards participants with 100KR per call which they can choose to donate to the Dansk Handicap Forbund, one of the most pro-active and respected non-profit organizations in the country.

"We are hoping for all people to participate as we really need their support in making this happen. People with disabilities play an important role in the global and local development of our societies, but without this technology our possibilities are very limited," said Stig Langvad, Formand at Dansk Handicap Forbund. "Speech recognition technology will be my hands, my legs, my autonomy in this world."

Speech recognition technology converts spoken words into computer commands. "This exciting technology with applications in a wide range of fields, from job training to health care, will be pivotal in the lives of people with certain disabilities as it empowers users to interact with computer systems by voice alone," said Helga Salmena, Project Marketing Manager, SDI Media Group.

"We are facing a big challenge as we only have one month to produce the 2000 voice samples...but Danes are very engaged with their community and I am confident that by the end of May we will have met our goal," said Johanne Bockhahn, Denmark Recruiting Manager, SDI Media Group. "By becoming an active participant in the development of this technology, you will be doing something that not only benefits you as an individual, but also has a positive impact on society."

Susanne Olsen, Chairman, Dansk Handicap Forbund, said: "Since 1936, considerable effort has been made to develop this technology for English-language use. However, development for the Danish language has not been as extensive. This project will play a significant part in addressing that imbalance, with the goal of enabling Danish users to experience new ways of interacting with technology."

For more information about this project, visit the website at www.tagordet.com

Notes to Editors

About Dansk Handicap Forbund

For more information about Dansk Handicap Forbund, visit the website at www.handicap.dk

About SDI Media Group

Headquartered in Los Angeles and owned by Elevation Partners, SDI Media Group Inc., is the global leader in subtitling, dubbing, and localization services.

For more information about SDI Media Group, visit the website at www.sdimedialogroup.com/about_sdi.html

About Microsoft

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

For more information about Microsoft, visit the website at www.microsoft.com

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