

## **Nemesysco powers KTF's 'Truthful Calls' and 'Love Detector' mobile services**

### **Voice analysis-based services to revolutionize phone calls – and relationships**

Netanya, Israel – 21 September 2006: Nemesysco, the leading provider of voice analysis technologies announced today that it is powering new 'Truthful Calls' and 'Love Detector' mobile services for KTF, Korea's second-largest mobile operator, allowing KTF's wireless subscribers to measure different levels of emotions and adoration, including honesty levels, of their dear ones by analyzing their voice throughout the conversation. These intriguing new services are poised to revolutionize phone calls - and relationships.

The new 'Truthful Calls' service by KTF is based on Nemesysco's innovative voice analysis system and acts as an emotion detector, assessing the level of honesty of the person phoned. Throughout the conversation, different sounds are played to the caller speaker to identify statements that are worthy of further inspection and to mark different emotional states. At the end of the call, the caller gets a message with a bar graph depicting truthfulness, along with stress levels and the number of inaccurate answers and attempts to divert the topic.

Nemesysco's leading technology is also powering KTF's new 'Love Detector' service, which tells the caller the "love level" of the person on the other end of the line every 10 seconds – so that subscribers can tell whether their loved ones share their feelings all through the conversation. Once the call is completed, the subscriber also receives a message ranking the overall level of affection, plus graphs that measure various attributes such as level of interest, attention, expectation, and embarrassment.

The new mobile services are based on Nemesysco's SENSE™ technology – an advanced voice analysis technology that analyzes certain brain activities reflected in specific properties in the voice to detect and measure a wide range of emotions, for example – passion, excitement, comfort or uncertainty. Using the different emotional properties, SENSE also builds a truthfulness estimation profile for any statement made by the callee.

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#### **About Nemesysco**

Nemesysco LTD is the leading provider of Voice Analysis Technologies for global security and commercial industries. Nemesysco's patented Layered Voice Analysis (LVA) technology detects and measures the emotional content of human speech, captured live or extracted from recorded audio. LVA can be used to reveal traces of brain activity as reflected in the voice, including various types of stress, cognitive processes and emotional reactions of an individual at the time of voice capture. The

technology is well known and widely used by insurance companies, security services and financial organizations around the world.

SENSE™ technology is the consumer version of LVA, designed for use by entertainment companies and mobile phone operators. The 'Love Detector' application demonstrates how emotion detection through voice analysis can be used by companies to provide value added services designed to enhance the customer experience.

Nemesysco has a growing network of international distributors and research affiliates for local marketing and customer support purposes. Founded in 2000, Nemesysco is a privately held company with headquarters and R&D facilities in Netanya, Israel. For more information, visit [www.nemesysco.com](http://www.nemesysco.com).