

ASX Announcement  
13 November 2017

## HMO collaborates with global technology leader to develop HOOP – a revolutionary “connected car” IOT product

### Key points:

- **Prototype for HOOP developed, enabling use of HearMeOut App in cars that do not have connected car technology (plus can also be used outside of car)**
- **Being developed with NASDAQ listed DSP Group®, Inc. (NASDAQ: DSPG) a leading global provider of wireless chipset solutions for converged communications.**
- **HOOP to expand HearMeOut capability “in car”, where Company already has a strong presence through a distribution agreement with Ford, who are implementing its technology with Ford’s “Applink Sync” platform in US, UK and Ireland.**
- **HearMeOut is also a member of SmartDeviceLink Consortium, an exclusive organisation which includes car manufacturers and brands such as Toyota, Lexus, Lincoln, Mazda, Subaru, Suzuki, Peugeot, Citroen and Daihatsu.**
- **Executives of HearMeOut recently attended the TU Automotive Europe Conference, where they meet with car manufactures and EOM’s to introduce HOOP and talk more broadly about the HMO “connected car” offering.**

HearMeOut Limited (ASX: HMO) (‘HearMeOut’ or the ‘Company’), developer of a revolutionary voice-based social media platform, has developed a working prototype of a device – called HOOP - which enables drivers to easily control their feed and entire HearMeOut platform without linking to any “connected car” platform.

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. HOOP is being developed in conjunction with DSP Group®, Inc. (NASDAQ: DSPG) a leading global provider of wireless chipset solutions for converged communications.

HMO believes HOOP is a natural extension of its existing and successful “connected car” strategy, where it has a distribution agreement with Ford for the implementation of the HMO technology with its “Applink Sync” platform in US, UK and Ireland. In addition, it has joined Spotify and Waze on an exclusive program overseen by the SmartDeviceLink Consortium, which includes car manufacturers and brands such as Toyota, Lexus, Lincoln, Mazda, Subaru, Suzuki, Peugeot, Citroen and Daihatsu.

Commenting on the launch of the HOOP prototype HearMeOut CTO and Co- Founder, Mr Lior Menashe, said, “HOOP is globally significant, as for the first time ever a user can seamlessly engage with the HearMeOut platform regardless of the technology in the car.”

“This now positions HearMeOut as a global leader in the “connected car” space.”

Ofer Elyakim, CEO of DSP Group added, "We are excited to work with HearMeOut, the creator of HOOP and an innovative social media platform based on voice. Through our cooperation we enable state-of-the-art use cases based on voice for connected cars.”

“The automotive industry's need for always-on and clearer voice fits well with DSP Group's SmartVoice offering.



“The combination of DSP Group’s SoCs and HearMeOut's software platform provides the industry access to voice applications like never before, and through our partnership we hope to contribute to drivers’ productivity and safety alike.”

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**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)

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