



Eidoserve, a strategic department of Carnegie Mellon University, announced that it has appointed R. Steven Huffman of Charlotte, North Carolina as its Asia Pacific representative for ABBY™ (**A**wareness, **B**alance, **B**ehavior, and **Y**ield) technology platform.

Mr. Huffman will utilize his experience and background with international markets to establish master distributors, accounts, and channel opportunities for the ABBY products in the Asia Pacific region. He will be responsible for leveraging the ABBY brand via marketing opportunities with strategic partners and market sponsorships.

R. F. Culbertson, Chairman and CEO of Eidoserve is excited about the rollout of the ABBY technology in the Asia Pacific region and will work closely with Mr. Huffman. "This opportunity is exciting and challenging. I know there is tremendous opportunity for ABBY in the market. I am confident Steve will bring value to this venture through value-added partners and a long-term approach to the marketplace."

Developed by Carnegie Mellon University ([www.cmu.edu](http://www.cmu.edu)), a leader in voice software application and development, ABBY is a natural language recognition technology that speaks and recognizes 17 languages. ABBY's robust platform, the ability to speak and understand the many languages and dialects in the Asia Pacific region, will reduce the time to market and streamline the customer experience. The expansive dictionary and data applications are unique and proprietary, allowing the service provider opportunities to expand their business model across multi-cultural markets and channel sectors.

"ABBY's ability to speak several languages and then capture data in a unique platform is needed in today's fluid business environment," states Mr. Huffman. "Customers using the ABBY technology will be able to speak, text message, and email their responses in a user friendly, real-time application."

Contact Mr. Huffman at [rsteven@abby-pacrim.com](mailto:rsteven@abby-pacrim.com) for more opportunities regarding ABBY licensing, master distribution agreements, and marketing campaigns.

For further information about ABBY™ please visit [www.getabby.com](http://www.getabby.com).

You can view this announcement at the GetAbby website, using the following link: [www.getabby.com/pacrim](http://www.getabby.com/pacrim) .