A Speech-enabled Mobile Concierge
At Your Service(s)

Adam Cheyer
Co-Founder, VP Engineering
Siri, Inc.
Mobile has (finally) arrived

- Your phone is more than a phone
  - Phone $\rightarrow$ PIM (Palm) $\rightarrow$ Email device (Rim) $\rightarrow$ Internet/Do (iPhone)
  - 85 million iPhones+iPodTouches in 3 years, more than all Macintosh users in history

- Mobile driving a “speech renaissance”
  - People won’t talk to a computer, but they will to a phone
  - Bandwidth is finally enough for fast server-side speech response
  - Speech helps overcome difficult typing, small screen
  - Speech input works great with multimodal output
Speech Systems Today...

- Telephony
  - Call Steering Applications
  - VoiceXML Voice menus

- Car
  - Navigation Systems

- Smart phones
  - Voice Dialing
  - Dictation systems
  - Voice Search
Imaginable 25 years ago...

Apple Knowledge Navigator concept video (1986)

... an internet-enabled, personal “pad” that you can dialog with, learns about your preferences, and can do things for you?
Interaction with the Assistant

• Touch screens and cinematic animation
• Global network for info and collaboration
• Awareness of temporal and social context
• Continuous Speech in and out
• Conversational Interface - assistant talks back
• Delegation of tasks to the assistant
• Assistant use of personal data
How Close are we Today?

• Touch screens
• Cinematic effects
• Global network
• Location and time awareness
• Speech out, on demand
• Isolated speech to text

But where is the interface for assistance?
What is needed is to put it all together.

Location Awareness
Time Awareness
Task Awareness
Access to Personal Information

Conversational Interface
Speech to Text
Text to Intent
Dialog flow

Semantic Data
Services APIs
Task & Domain Models
Like a human assistant,

• You tell it what you want to do.
• It will help you get things done.
• It gets better over time
Virtual Personal Assistant

Interface Intelligence

Domain & Task Models

Service Orchestration

NLP

Auto-complete

Dialog

Restaurants

Movies

Events

Weather

Travel

Local Search

OpenTable

yelp

StubHub!

Zvents

Citysearch

eventful

Zomato

MovieTickets.com

Boss

Flights

Google Maps

Bing

WeatherBug
Siri Demo

Video: [http://siri.com/about/product](http://siri.com/about/product)
For More Information

www.siri.com

Siri
Your Personal Assistant

Adam Cheyer
acheyster@siri.com


(c) 2009 Siri, Inc.