



Evolution of the Personal Assistant

Tom Minifie

Chief Technology Officer, AVST



AVST Experience



Personal Assistant

15+
YEARS

Speech Recognition

15+
YEARS

Business Process

20+
YEARS

Unified Messaging

20+
YEARS

Voicemail and Call Processing

30+
YEARS

Interoperability

30+
YEARS

What is a Personal Assistant?

- Performs Tasks
- Makes Decisions
- Manages Schedules
- Anticipates Needs
- Accesses Information



Evolution of the Personal Assistant



BUSINESS ORGANIZER

PDA

SMARTPHONE

The smart machine era will be the most disruptive in the history of IT.

Doing what we thought only people could do and machines could not – are now finally emerging.

Source: Gartner "The Disruptive Era of Smart Machines is Upon Us.", September 2013.

What is a Smart Machine?



Hyundai Genesis

What is a Smart Machine?

Movers



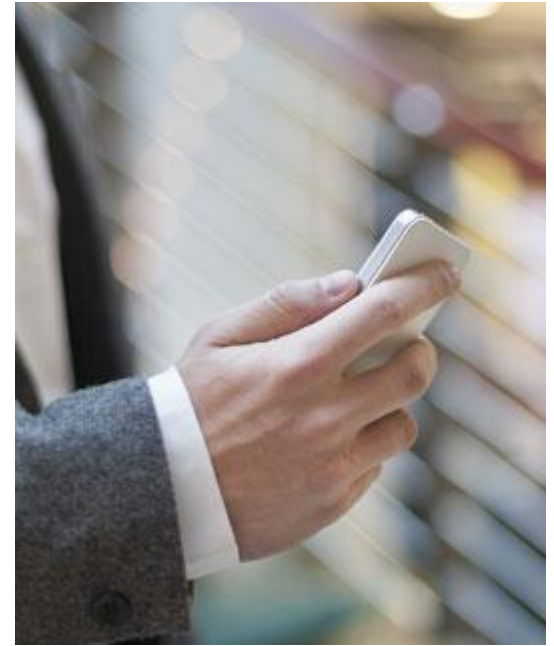
Autonomous
Vehicles

Doers



Machine-Focused
Helpers

Sages



Information-Based
Helpers

Today's Virtual Personal Assistants



Google Now

Virtual Personal Assistants

Apple
Siri

FOR CONSUMERS

Google
Now

FOR CONSUMERS

AVST
Atom

FOR BUSINESS

Nuance
Nina

FOR BUSINESS

Microsoft
Cortana for
Windows
Phone 8.1

FOR CONSUMERS

24me

FOR CONSUMERS

Go Butler

FOR CONSUMERS

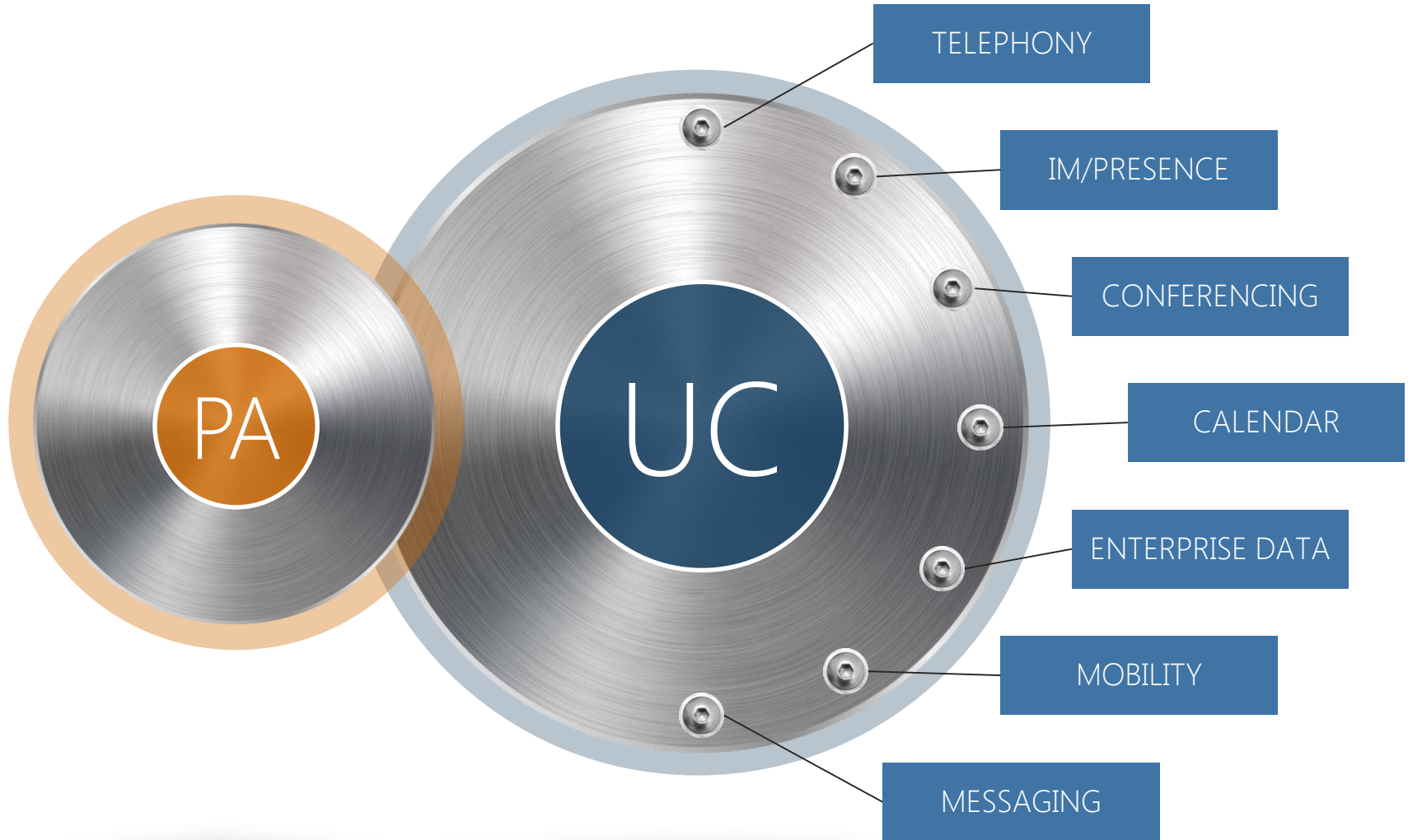
Quip

FOR CONSUMERS

Personal Assistants to UC



Personal Assistants Overlap to UC



Speech Driven



"Call John Smith"

"Get new email"

"Get my calendar
for today"

Knows Your Location

Location-based services know when you've arrived at the office, reached home or are anywhere in-between – and will deliver your calls to the optimal device.





Integrates Into Data

Speech driven access to
company information –
vacation balance, backlog
status, quota achievement
and more.

The background of the slide features a blurred image of two business women sitting at a white desk. The woman on the left is wearing a patterned top and holding a pen over a document. The woman on the right is wearing a light-colored shirt and also holding a pen. In the foreground, a large, modern, silver conference phone is visible on the desk. The overall scene is brightly lit, suggesting a professional office environment.

Conference Call Automation

Automatic Notification of
conference calls and connects
you to the call.

Notifies Callers When You are Away

The ability to sync
with your Calendar
and IM to notify
callers of your current
status.

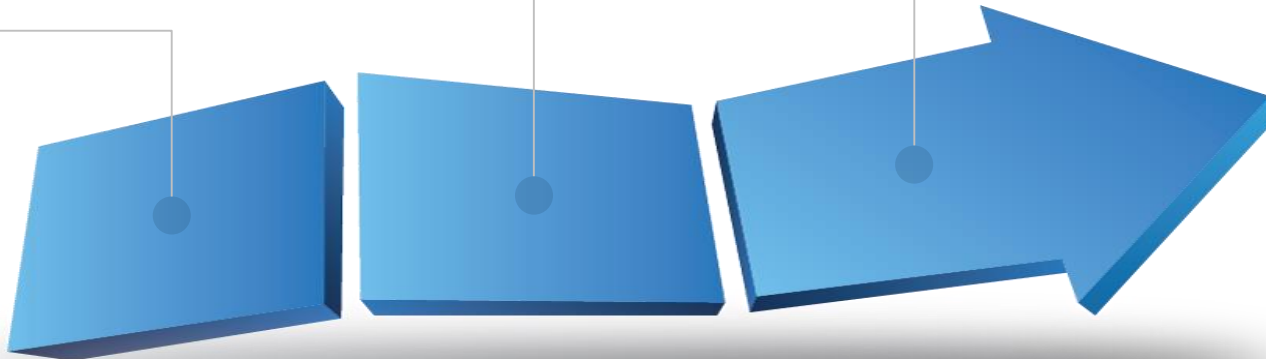


Calendar Access

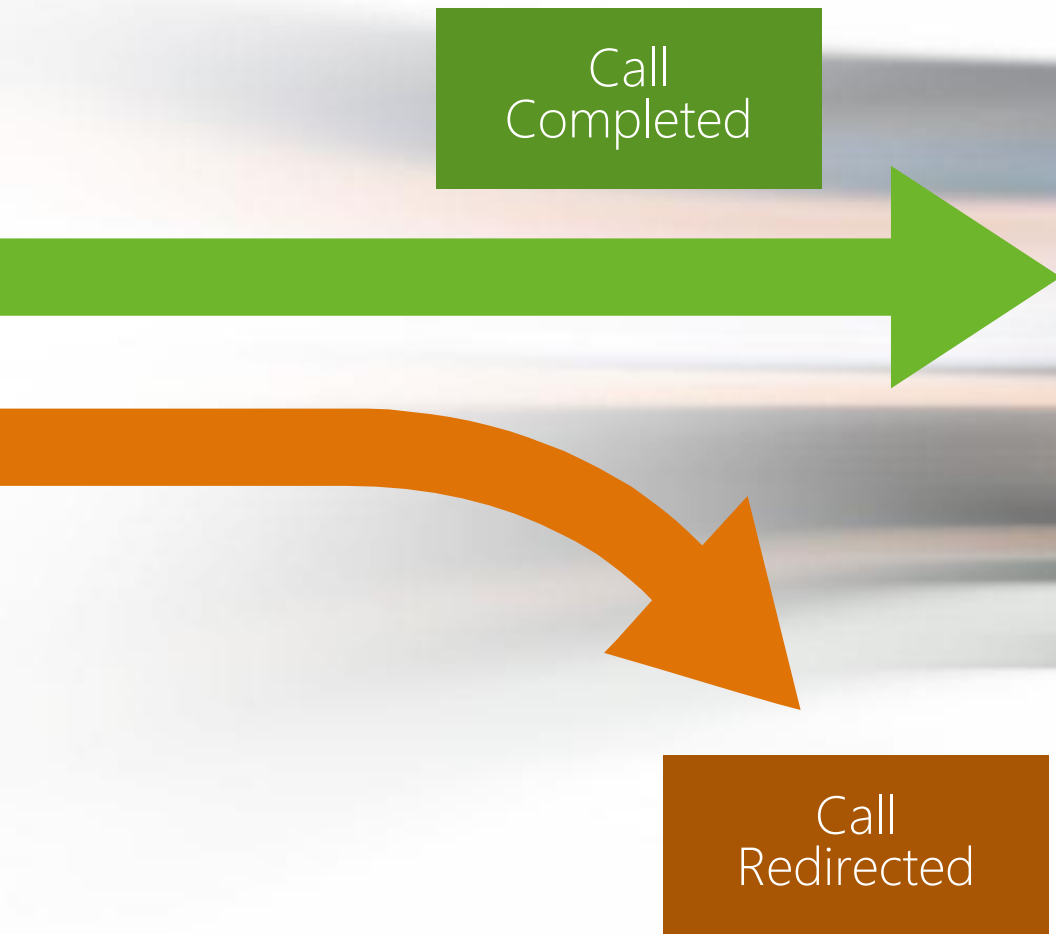


8 am	
9 ⁰⁰	
10 ⁰⁰	Sales Meeting Webinar to discuss new opportunities
11 ⁰⁰	
12 pm	Lunch Meeting Harbor House Restaurant
1 ⁰⁰	
2 ⁰⁰	

"Tom Minifie is currently in a meeting and will be back at 11:00 am."



Select Call Completion (A Tale of Two Calls)



Future Personal Assistants to UC

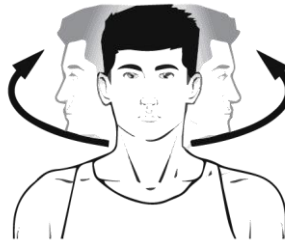


Personal Assistant Knowledge Points



Gesture Analysis

- Orientation
- Movement
- Connected
- Temperature
- Touch



Heading

Pitch

Roll

Wearing State

Free Fall

Pedometer

Taps

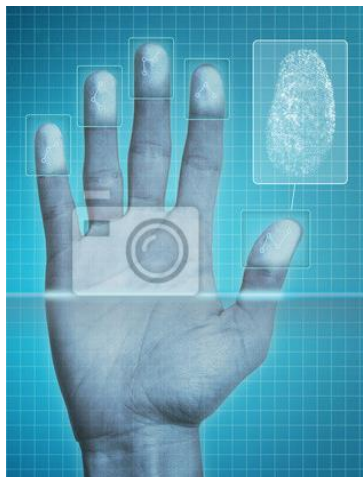
Temperature

Proximity



Biometrics

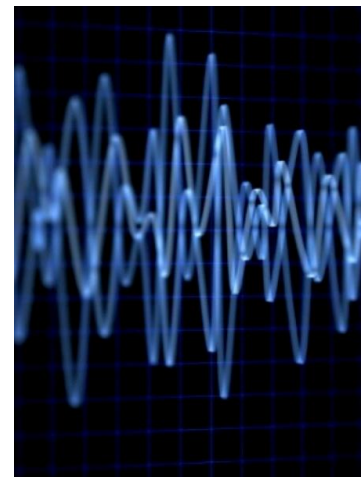
Next few years mobile devices will include:



Fingerprint scanner
built into
device screen



Facial Recognition
powered by
high-definition
cameras



Voice Recognition
based off a large
collection of your
vocal samples

Virtual personal assistants will be many.
We expect will grow in adoption at a rate
in the 2017 to 2018 period
**eclipsing the meteoric growth
of tablet usage**
in business during the first two years
of tablet adoption.

Source: Gartner "The Disruptive Era of Smart Machines is Upon Us.", September 2013.

Thank You



■ **Headquarters - Orange County, California**

Applied Voice & Speech Technologies, Inc.
27042 Towne Centre Drive, Suite 200
Foothill Ranch, California 92610-2810
Phone: (949) 699-2300
Fax: (949) 699-2301
Toll-Free: (866) 368-0400

■ **Engineering, Testing and Support Facilities
Victoria, Canada**

Applied Voice & Speech Technologies, Inc.
645 Fort Street, Suite 107
Victoria, BC V8W 1G2
Canada
Phone: (250) 412-1240
Fax: (250) 412-1238

■ **Engineering, Testing and Support Facilities
Seattle, Washington**

Applied Voice & Speech Technologies, Inc.
20000 North Creek Parkway, Suite 200
Bothell, WA 98011-8228
Phone: (425) 951-1600
Fax: (425) 951-1597

■ **Europe, Middle East & Africa
Headquarters**

Applied Voice & Speech Technologies, Ltd.
Global House
1 Ashley Avenue
Epsom
Surrey KT18 5AD
United Kingdom
Phone: +44 (0) 870 444 8403
Fax: +44 (0) 152 788 8842
Technical Support: +44 (0) 870 444 8408