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Agenda

• Purpose of today’s presentation
• *CereProc* - Background
• *CereProc* - *What makes us unique*
• *CereProc’s* CereVoice and the need for character and emotion in synthetic voices
• Summary
Purpose Of Today’s Presentation

• To give you an overview of CereProc, our technology and what makes us unique and stand out in terms of solutions /services from other TTS vendors
CereProc – Who are we?

• A spin out from the University Of Edinburgh
• HQ in Scotland
• Founded January 2006 by:
  – Dr Matthew Aylett (CTO)
  – Paul Welham (CEO)

Our business is giving system integrators / developers the tools to enable them to make business solutions talk with a human voice
CereProc Partners

• Closely tied with:
  – University of Edinburgh’s Centre For Speech Technology and Research (CSTR)
  – Universitat Pompeu Fabra Barcelona and Barcelona Media
  – Textic / Hidden Differences Group
  – ReadSpeaker
  – ScreenReader.net
  – + various other research institutions in Europe and USA
Why we started *CereProc* in 2005

• Speech synthesis just wasn’t that good that's why!!
  – We felt TTS offerings were old fashioned and technically conservative in their approach
  – The approach vendors had to speech synthesis had been monolithic
  – TTS vendors didn’t have a cost effective approach to exclusive “branded” voices

• Change and Innovation was needed
CereProc - what makes us unique

- CereProc is 100% an emotional synthetic speech company
- CereProc only works with system integrators and responds to THEIR customers needs rapidly
- With CereVoice we have the most flexible text to speech unit selection engine in the world
- CereProc believe on going research is not only important, but necessary to give our customers competitive advantage and to improve quality – so we actively work with key academic institutions, to improve speech technology, the applications available and how the technology is deployed for all members of society
CereProc - what makes us unique

- CereProc builds voices better and more cost-effectively than anyone else using our voice bulking and building technology
- CereProc believe by using emotion we offer more characterful voices than anyone else
- CereProc have voice cloning technology
- CereProc can build voices from customer’s existing data
CereProc’s CereVoice provides system integrators today with

- A range of custom voices varying in style and size, from small closed domain voices to full open domain, with emotion and character
- An XML synthesis engine API which gives system integrators complete control of the engine’s front end – thereby allowing customisation and the ability to offer a fast response to their applications business requirements
CereProc’s CereVoice provides system integrators today with

- We offer application developers:
  - An SDK which gives developers “refined” control of the back end performance e.g. customising latency
  - A plug in component based system across various operating system / environments on different platforms
  - CereVoice is resilient, scalable with a configurable core
CereProc’s our technical goals

• To continue developing CereVoice to offer emotion, character and quality for your system integrators market needs
• Speed up voice creation to under 3 hours per voice – making this process painless and cost effective
• To launch a hybrid HMM and unit selection TTS system in Q3 2008
CereProc’s Voices

• Are More Than Just The Voice
• They Are Expressive
• Have emotional content
• And can be fun
Why is emotion in a synthetic voice important?

- It gives customers voices they can believe and trust in
- Regional accents gives customers something they can relate too
- It gives voices a “quality”, so that customers will want to listen to again and again
- It makes it possible for customers to listen to synthetic speech for long periods of time
- All of these elements will expand the number of applications available to system integrators to develop
Summary

• Not just voices, but characters
• We believe in continuous research & innovation
• CereVoice from design has offered openness and flexibility
• We offer rapid voice building and cloning
• We help our partners get the best from our synthesis to meet their customers needs
• *CereProc’s* founders have extensive experience of the synthetic speech business
• But don’t just take my word for it
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If you are a systems integrator and would like to discuss working with CereProc – just drop me an Email