Trends Leading to Speech Assistants

**Business Trends**
- Smart Phones Everywhere
- Need Anytime Access to Office
- Need Productivity Everywhere
- New Driver Safety Laws

**Technology Trends**
- Better Speech technologies with NLU
- Flexible IP Telephony
- Open Data Access & Web services
Virtual Assistant Hopes

1. Cost Going Down
   - From $2000 to $300/port

2. Quality Going Up
   - Closer to NLU
   - Better Noise Management

3. Faster Computers
   - More power and memory … and growing

4. Mature Standards
   - Web Services (SOAP)
   - VoiceXML, ccXML, SIP
Virtual Assistant Challenges

1. Proper Name Recognition
   - Lack of Tools to Build Lexicon
   - No Downloadable Directories

2. Noise/ Silence Still A Problem
   - What is Noise?
   - What is Silence?

3. Speech in the Cloud
   - Shared Best-of-Breed Speech Engines
   - Up-To-Date Lexicons (Names)
   - Low Cost “Pay-As-You-Go” Model
Personal is Better

“Personal” vs. “One Size Fits All”

Better Speech Experience
- Evolves with User’s Learning Curve
- Adapts to User Status & Needs
- Adapts to User Preferences (i.e. Language)

“Personal” Means Intelligent Assistants
- Contacts & Colleagues in Limited Quantity
- User Presence, Calendar, Preferences, etc.
  “My assistant will arrange our meeting with your assistant”
What Can Personal Assistants Do?

- Answer People Who Call You
- Assist You When You Call
- Remind You of Important Things
Answer People Who Call You

- Speech Attendant with Personalized Greeting
- Name and Service Recognition
- Intelligent Call Filtering & Forwarding
Help You When You Call

Call Contacts
Dial Numbers
Read & Send Mail
Check Calendar
Schedule Meetings
Change Phone Status
Call Back People
Smart Phone Access

☑ Signup & Setup
☑ Call & Get Calls
☑ Status & Call Forwarding
☑ Reminder Calls
☑ CallBack from Call Logs
☑ Manage Contacts
How Virtual Assistants Work?
Business Assistants Deliver Real Benefits

1. Improve Safety on the Road
   - Work **safely** while on the road
   - Hands-free, eyes-free interface

2. Improve Productivity
   - Fast Name Dialing at the Office
   - Faster Remote Access to Business Data

3. Increase Revenues & Profitability
   - More Deals Closed
   - Higher Customer Satisfaction
Will Speech Assistants Succeed?

Simple, Yet Effective Solution to Mobility Problems
Will They Serve Coffee?

Maybe One Day!

Bachir.Halimi@speechmobility.com