Trends in Mobile User Interaction:
Voice Command Wearables

Stan Kinsey, President
Martian Watches
- Evolution of a Wearable
- Voice Command Wearables Market Today
- Voice Command Industry Future
Wearables Before Voice

Evolution of a Wearable
2010 – SilverCare Personal Safety Alert

Evolution of a Wearable
User Perceptions:

• Safety Alerts are only for the super elderly (85+).

• They don’t need a mic and speaker... they can already talk to the help center.
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Summer 2011 – Making SilverCare Mobile

- Analog Clock
- Connect to Mobile via BT

Evolution of a Wearable
Fall 2011 - Other Potential Users

Evolution of a Wearable
Jan 2012 - The **Ultimate** Use for a Voice Watch?

**Evolution of a Wearable**
Jan 2012 - The **Ultimate** Use for a Voice Watch?

**Evolution of a Wearable**
Jan 2012 - The Ultimate Use for a Voice Watch?
Call your buddies!

Evolution of a Wearable
Same month – Voice Dialing from headset
Feb 2012 – Seeing Siri commercials

Evolution of a Wearable
Feb 2012 – Siri working with Headset

Evolution of a Wearable
Feb 2012 – Siri working with Headset

Evolution of a Wearable
March 2012 – Proof of concept

Evolution of a Wearable
April 2012 –

- Moved Speaker into chamber below
- Added OLED display above

Evolution of a Wearable
April 2012 –

- Vibration,
- Accelerometer,
- LED

Connects with VC

Toggles Menu

Evolution of a Wearable
Summer 2012 – Refined Features and Design

Evolution of a Wearable
August 2012 – Launched on Kickstarter

Making Kickstarter Video

Evolution of a Wearable
Evolution of a Wearable

Aug 2012 – Prototypes Finished
Website:

Receive Notifications
Anywhere, Anytime from Email, Facebook, Twitter, Calendar and more

Evolution of a Wearable
Website:

Use Voice Commands
Create an Event, Call a Friend or Play your Favorite Playlist...
All from your Martian Watch

Evolution of a Wearable
Jan. 2013 – Payoff...

One of 28 Finalists in the “Official” CES Awards
**Good Press:**

“This is it, people: Dick Tracy. James Bond. The Future.”  
*David Pogue  
The New York Times*

“Martian watches are in the lead of elegant design and craftsmanship.”  
*David Loeser  
Yahoo!

“A great replacement for my in-car hands-free unit.”  
*Brian Cook  
WSBT

“A device that puts Siri and Google Now on your wrist.”  
*Will Shanklin  
Gizmag

“Martian voice command watch: Answer calls on your wrist.”  
*Jefferson Graham  
USA TODAY

Not about Calling… it was always about Voice Commands...

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**Evolution of a Wearable**
• Evolution of a Wearable

• Voice Command Wearables Market Today

• Voice Command Industry Future
Three primary uses of a wearable:

- Data Collection for Health and Fitness
- Incoming Notifications/Information
- Outgoing Command and Control
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- Data collection for health and fitness
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Many analysts recognize the value of Voice Commands

“Voice Commands will soon be ubiquitous…”

“…soon we'll all be voice-commanding our phones, forgetting that we ever lived without artificial intelligence.”

“A major market transformation will soon take place,”

Sharon Vaknin - CNet
... How will most want to interact with Voice?
Voice Command Wearables

BT Headsets
- Plantronics
- Jabra
- Jawbone
- Sony
- Motorola
- Samsung
- SuperTooth

SmartWatches
- Martian
- Samsung

Heads-up Displays
- Vuzix
- Recon Jet
- Recon Ski2
- Google Glass

The Market Today
Practicality and Fashion:

Robert Brunner, founder, Ammunition Group's design lab: (work includes Beats by Dre)

“[Your Wearable] conveys the tribe you belong to, or aspire to belong to.
Practicality and Fashion:

Robert Brunner, founder, Ammunition Group's design lab:
(work includes Beats by Dre)

"[Your Wearable] conveys the tribe you belong to, or aspire to belong to.

"Unless people are comfortable or even motivated to wear it, it's not going to go anywhere,"
Practicality and Fashion:

Per Brunner:
"Bluetooth headsets were associated with limo drivers and salespeople - and that put boundaries around the product."
Practicality and Fashion:

Recent UK Survey:
- 1,100 surveyed
- 68% too conscientious to wear Glass in public
- 64% not comfortable talking with someone wearing Glass

2013 by lovemyvouchers.co.uk
Few have put Voice on Smartwatch

The Market Today
Value of voice on the Smartwatch

“... it’s hard to imagine that swiping between stripped-down apps on a miniscule touch-sensitive display is really the future” - VanHemert

Why Siri Could Be the Killer App for Smartwatches
Dec. 2013 - Wired
by Kyle VanHemert
Will the iWatch use Siri Voice?

Does anyone really think that it won’t?
One Challenge: The World has yet to discover voice commands

Forrest Research analyst JP Gownder - 2013:

- Only 37% of those with smartphones use voice commands
- 11% regularly
One Challenge:  
The World has yet to discover voice commands

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- Only 37% of those with smartphones use voice commands
- 11% regularly

Why:

- Voice is not integrated with how we use our phone
- It’s dorky to talk to your phone (or watch, glass, headset, etc.)
Major company commercials
Helping sell the value of Voice

Apple Siri Samuel L Jackson Commercial

The New Connected Chevrolet Equinox – Siri Commercial

Samsung Galaxy Gear First Commercial - Official

The Market Today
• Evolution of a Wearable

• Voice Command Wearables Market Today

• Voice Command Industry Future
  M2M / IoT
  Natural Language Commands
  Future Applications of Wearable Voice
M2M / IoT / The Smart Home

Future Applications

2012: 7 connected devices
M2M / IoT / The Smart Home

2022: 22 connected devices

Future Applications
Home Control Systems

Future Applications
Home Control Systems

Future Applications

Control 4

iControl™

voicepod

Tap the Talk button, then say your request. For speech tips, tap here.

Lower the temperature please

The cooling setpoint is now 70.

I'm home alone

Arm Day.
“The Smartwatch will be one of the 5 top innovations relating to Home Controls to watch in 2014”
New Smart Products 2014

Future Applications
Home Control Systems

Future Applications
New Products 2014

Now: Z-Wave, Wi-Fi, Insteon
Soon: Bluetooth, ZigBee, others

Future Applications
Smart Things @ CES 2014
Pursuing the Ultimate Solution

The New Dragon Mobile Assistant.

Just tell me what can I help you with.

Future Applications
Future Applications of Wearable Voice Home Controls

“We are looking to a future where we have a whole variety of devices.

“We have a super computer in our pockets, but also one in our watch, one in our glasses, maybe on our lapel as well as our laptop.

“Some of those have a screen and a keyboard, but some won’t, and we’re seeing dramatic growth in the numbers of people interacting through voice recognition.”

Google’s engineering director Scott Huffman
Interview with the Guardian.

Future Applications
Thank You