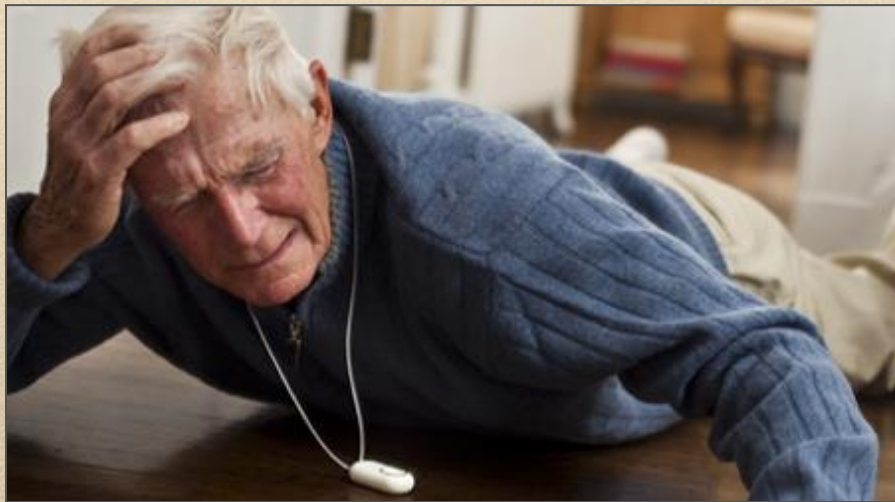


Trends in Mobile User Interaction: Voice Command Wearables

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.**



Evolution of a Wearable

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Evolution of a Wearable

Summer 2011 – Making SilverCare Mobile

- **Analog Clock**
- **Connect to Mobile via BT**

Calls friends/family →

Dials 911 →



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!

Calls Joe
Calls Sam



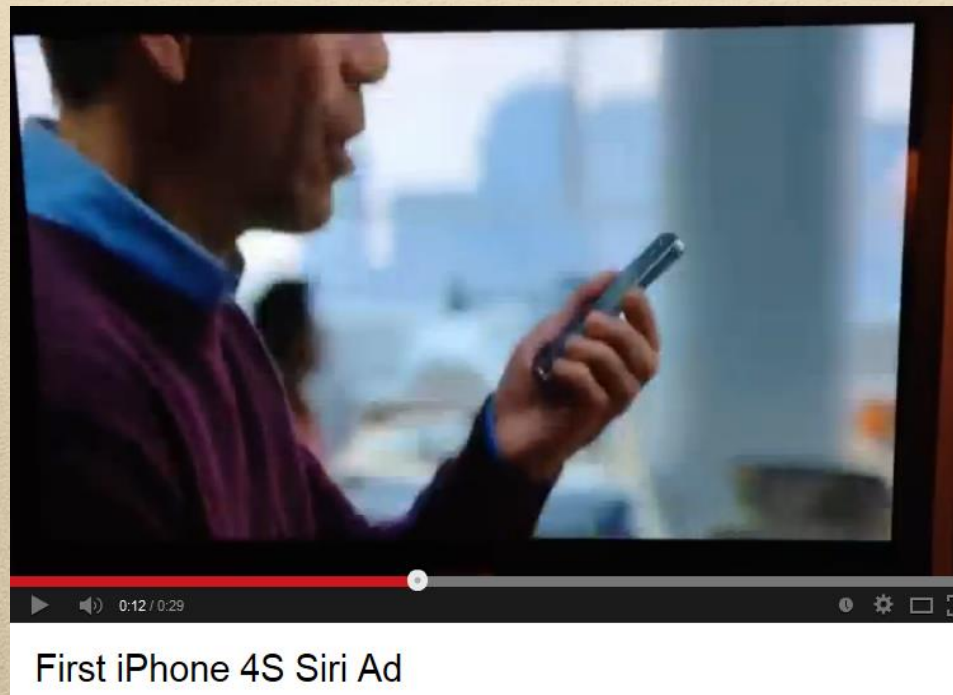
Evolution of a Wearable

Same month – Voice Dialing from headset



Evolution of a Wearable

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

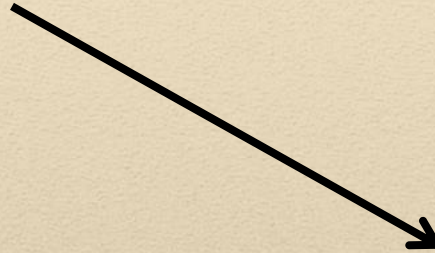
March 2012 – Proof of concept



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


MARTIAN – Voice Command Watches for iPhone & Android

by Martian Watches

Home Updates **42** Backers **1,212** Comments **1,060**

📍 Irvine, CA 🛠 Product Design

Funded! This project was successfully funded on Sep 30, 2012.




1,212 backers
\$221,298 pledged of \$200,000 goal
0 seconds to go

Project by
Martian Watches
Irvine, CA
[Contact me](#)

🕒 First created · 0 backed
🔗 Has not connected Facebook
Website: [martianwatches.com](#)
[See full bio](#)

Thank you for making MARTIAN WATCHES successful! After funding closes, visit [www.martianwatches.com](#) to pre-order.



**Three Series:
G2G, Passport
& Victory**

**See All 12
Models Below**

Early Bird: \$95 Kickstarter: \$105 Retail: \$179	Early Bird: \$115 Kickstarter: \$125 Retail: \$229	Early Bird: \$110 Kickstarter: \$120 Retail: \$199
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REWARDS

Pledge \$1 or more
🟢 48 backers
A heartfelt thank-you by email and your name published on our web site as a Kickstarter backer.
Estimated delivery: Oct 2012

Pledge \$15 or more
🟢 22 backers
Extra Martian Watch band and band changing tool. You may choose **ONLY ONE** extra band per Martian watch ordered. Choose any watch band from the photos - silicone, leather, or stainless steel - for only \$15 (retail \$17.95-29.95), including band changing tool! To receive an extra band, simply add \$15 to your pledge in

Evolution of a Wearable

Aug 2012 – Prototypes Finished



Evolution of a Wearable

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...



Good Press:



<i>"This is it, people: Dick Tracy. James Bond. The Future."</i>	David Pogue	The New York Times
<i>"Martian watches are in the lead of elegant design and craftsmanship."</i>	David Loeser	Yahoo!
<i>"A great replacement for my in-car hands-free unit."</i>	Brian Cook	WSBT
<i>"A device that puts Siri and Google Now on your wrist."</i>	Will Shanklin	Gizmag
<i>"Martian voice command watch: Answer calls on your wrist."</i>	Jefferson Graham	USA TODAY

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

Evolution of a Wearable

- Evolution of a Wearable
 - **Voice Command Wearables Market Today**
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-

Three primary uses of a wearable:

- **Data Collection for Health and Fitness**
- **Incoming**  **Notifications/Information**
- **Outgoing**  **Command and Control**

Three primary uses of a wearable:

- Data collection for health and fitness
- Incoming  Notifications/Information
- Outgoing  Command and Control

Many analysts recognize the value of Voice Commands

*“Voice Commands
will soon be
ubiquitous...”*



Sharon Vaknin - CNet

*“...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,”*

... How will most want to interact with Voice?



The Market Today

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:

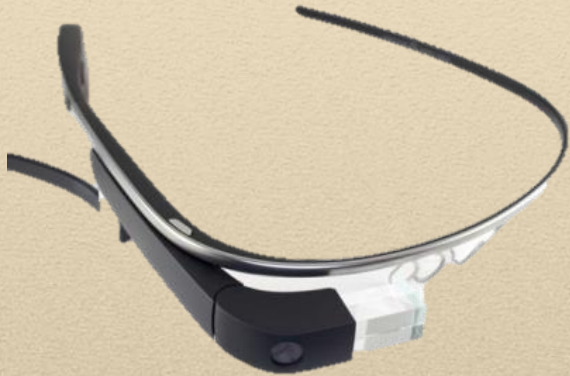


Per Brunner:

"Bluetooth headsets were associated with limo drivers and salespeople - and that put boundaries around the product."

The Market Today

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

The Market Today

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?**



Conceptual Design

The Market Today

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

Forrest Research analyst JP Gownder - 2013 :

- **Only 37% of those with smartphones use voice commands**
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Why:

- **Voice is not integrated with how we use our phone**
- **It's dorky to talk to your phone (or watch, glass, headset, etc.**

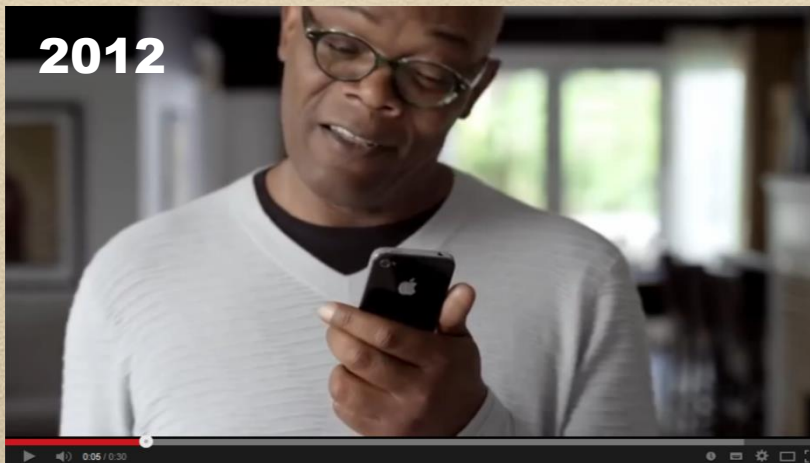
The Market Today

Major company commercials

Helping sell the value of Voice



Samsung Galaxy Gear First Commercial - Official



Apple Siri Samuel L Jackson Commercial



The New Connected Chevrolet Equinox - Siri Commercial

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**
-

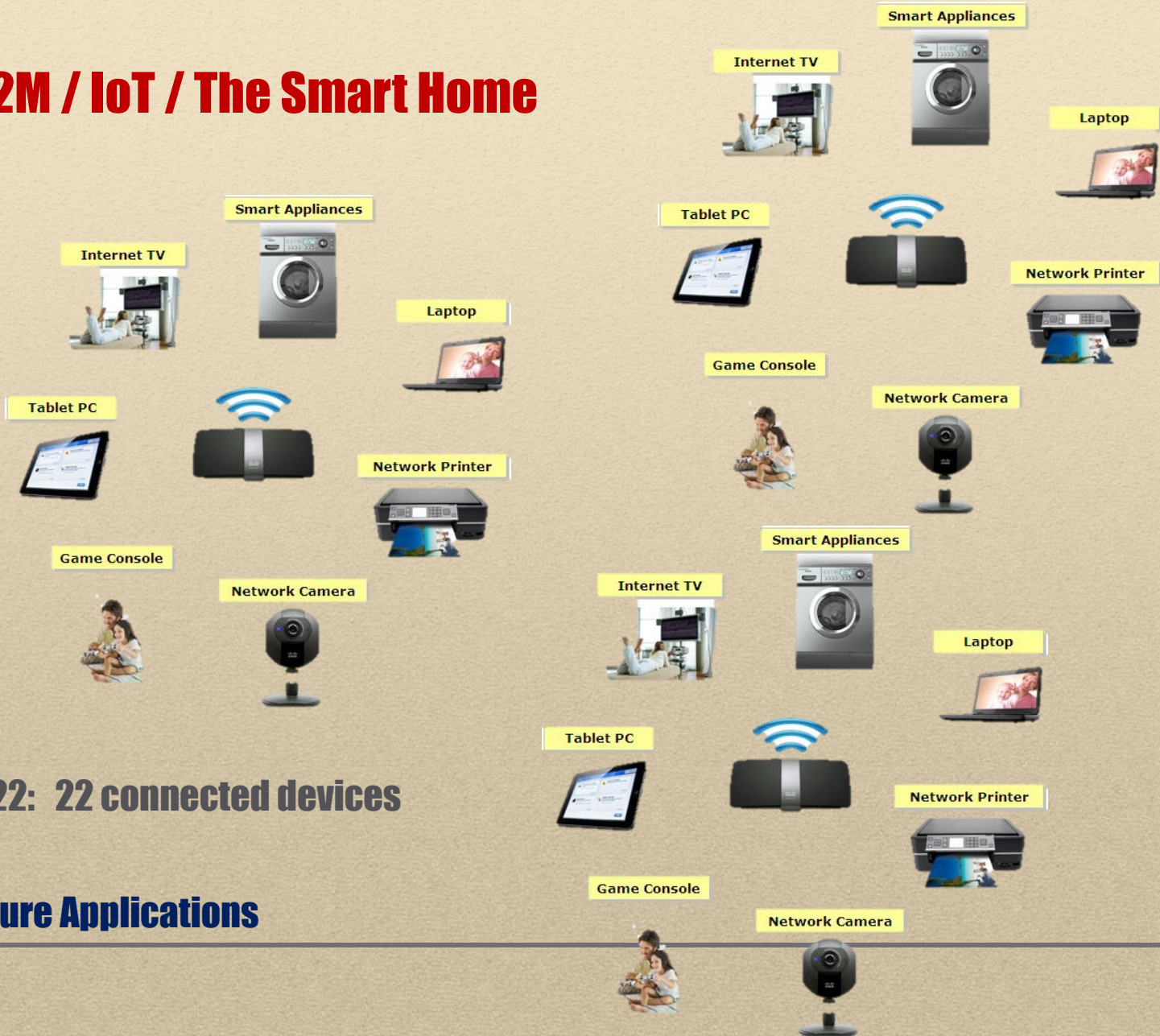
M2M / IoT / The Smart Home



2012: 7 connected devices

Future Applications

M2M / IoT / The Smart Home



2022: 22 connected devices

Future Applications

Home Control Systems



Future Applications

Home Control Systems



CEPro – Home Automation Trade Mag

“The Smartwatch will be one of the
5 top innovations relating to Home
Controls to watch in 2014”

New Smart Products 2014

SONOS



nest



WeMo



Future Applications

Home Control Systems

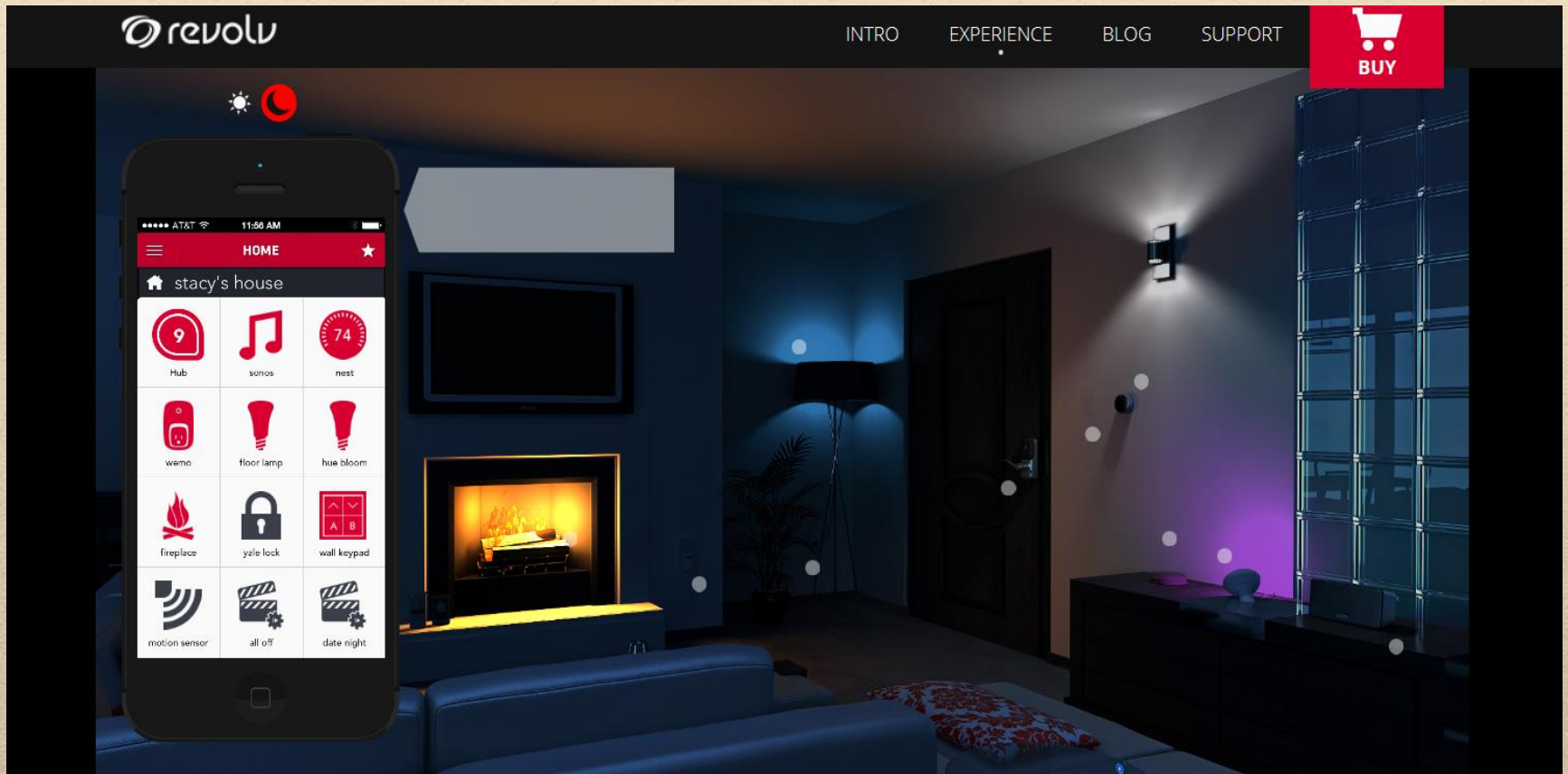


Future Applications

New Products 2014

Now: Z-Wave, Wi-Fi, Insteon

Soon: Bluetooth, ZigBee, others

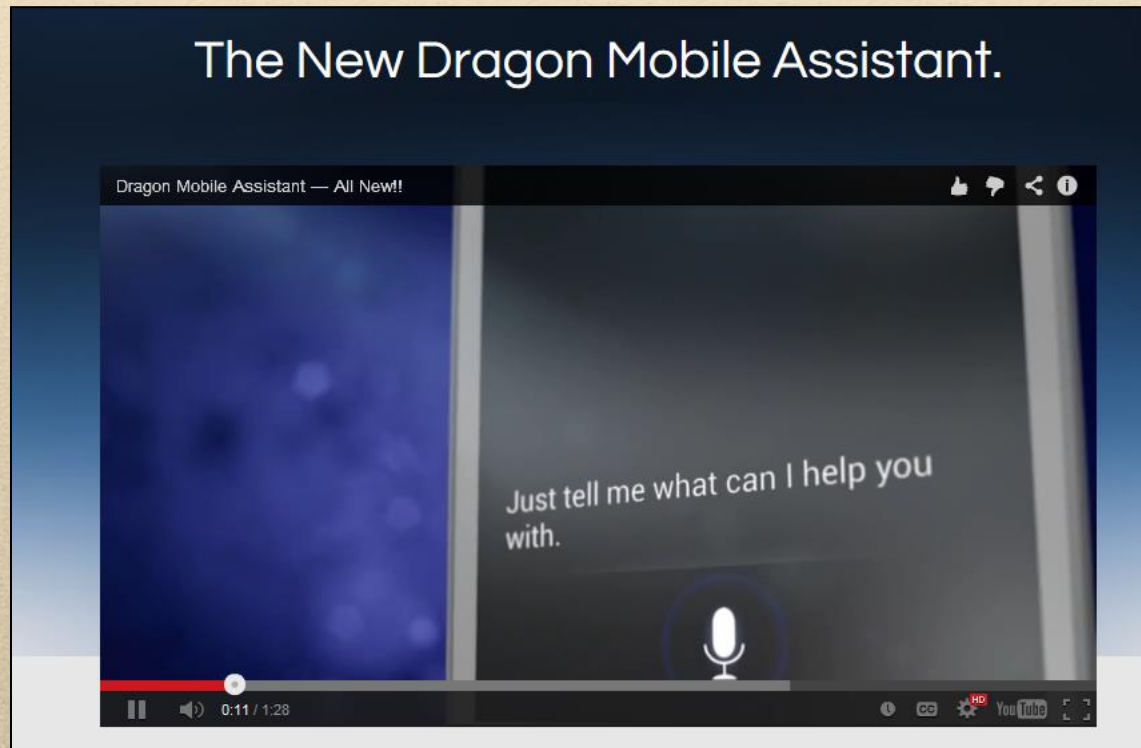


Future Applications

Smart Things @ CES 2014



Pursuing the Ultimate Solution



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
