Making it Usable
Making it Real
In our everyday world

Real means...
Real Estate
Real McCoy
Leonard Horatio McCoy
The Real McCoys
The Real Thing
OMG! I think I love him!

But he called you Donna last night...

Well, he did date her for 3 years... 😞

Call me RIGHT NOW!! 😞
We need to talk real time...

Real Time
Real Love
Are you for real?
Get real!
Making it Real

Be Real
- Like a real person
- Hire a pro voice_actor
- No radio voices
- Brand-centric
Voice is the Human Connection to the User

- Voice Production
- Telecom Experience
- Understand the Process
- Emotional Connection
Why is the Art of Vocal Performance So Important?
that simply work better than their competitors. In this age of algorithmic aggregation, we also salute titles that have a decidedly human touch.

Of course, any attempt to rank the "best" apps within any period of time will be questioned and debated. Ask 100 different people to rank their favorites, and you'll likely get 100 different variations.

The apps we selected were either released or significantly updated between January 1 and December 21 of this year. Titles that debuted on iOS or Android in 2012 that were previously available on another platform are eligible for inclusion. All of our selections were sourced, ranked, and finalized by Appolicious advisors and members of our community. In all, about a dozen members of the Appolicious editorial team offered their favorites. We also surveyed the most active and influential users of Appolicious sites and applications. We did not account for the number of app downloads or overall popularity. Our qualitative assessment is based primarily on the production value, utility and creativity baked into each cited application.
Brilliant idea!

Development

Testing

Ta Da! Your app is almost finished!

The Mobile App Journey
What Voice To Use?

A. Real People

B. Professional Voice Actors

C. Text to Speech

D. Voice Actors & TTS
C. Text to Speech

Salli

Giorgio

Samantha

D. Voice Actors + Text to Speech

An Engaging Voice Experience

TTS paired with Natural Delivery
Thanks for calling the Order Information Line. Your ID is verified because you’re calling from your home phone.

The order you placed on Wednesday, March 23rd will be shipped to your home address at

3472 Wilmington Drive
Charlotte, North Carolina 28208

Thank you so much for your order!

Please call the customer service number posted on your account statement if you have any questions.

Goodbye.
Leading Navigation Solutions
How to Make a TTS

- Find appropriate voice talent
- Record ~200,000 words
- 50+ hours post-production
- Production = Art
- Engineering = Science
Look Who’s Talking
Guess the International Language Sample

Sample #1
Sample #2
Sample #3
Sample #4
Sample #5
Fun with Dialects

Identify the English Accent by Country of Origin

Dialect #1
Dialect #2
Dialect #3
Dialect #4
Dialect #5
Hi there!
Welcome to the Mobile Voice Conference 2013.
You are currently in the “Making it Usable” session with...

Detlev Silka
Susan Marcus
Artelt Vitt
Hura Graham

I am a Text-to-Speech Engine created by ivona™
Acting is the Art
Sound Production for Mobility is the Craft
Your Apps are the Science
Choosing a Voice
Automated Greeting Samples

- April
- Danielle
- Kendra
- Joey
- Grant
- Joachim
Making it Real