Selected Next Frontiers In Speech Technology User Cases

Dan Bagley
CEO
Cepstral LLC
Pittsburgh, Pennsylvania
Discussion

1. Journey to Build Your Own Voice
3. Collaboration Frontiers
Cepstral by the Numbers

• 15 years old
• 34,000 customers
• 60 voices
• 100,000 school desks
• Millions of cell phones
• You know us –
  • Allison wakes thousands of guests at hotels
  • Offices, banks, police, TV & radio
• Profitable since 2009
• Live BYOV patents & active technology
Intensity, Vector, Feeling and Dimension
Make us say whatever you want!

Available on the App Store

Only 99¢

Share with your friends!
Budgets being crushed by GIANT prices?

Fair Prices ↓
When your Brand speaks, who does it sound like?
Landline Phones Are a Dying Breed

% of U.S. household with and without a working landline telephone*

- Landline phone
- Cell phone only

* based on the CDC’s biannual National Health Interview Survey of ~20,000 U.S. households

Source: CDC
But telephony is not dead, and not dying

![Graph showing spending increase for unified communications and pure and hybrid PBXs, and decrease for TDM PBX and VoIP gateways in 3Q15.]
Cisco Systems, Inc.  (NASDAQ:CSCO)

27.37  -0.25 (-0.91%)
Real-time:  12:13PM EDT
NASDAQ real-time data - Disclaimer
Currency in USD

Range  26.95 - 27.49  Div/yield  0.26/3.80
52 week  22.46 - 29.90  EPS  2.02
Open  27.14  Shares  5.03B
Vol / Avg. 14.77M/21.96M  Beta  1.31
Mkt cap  137.43B  Inst. own  78%
P/E  13.56

Key stats and ratios

<table>
<thead>
<tr>
<th></th>
<th>Q1 (Jan '16)</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net profit margin</td>
<td>26.39%</td>
<td>18.27%</td>
</tr>
<tr>
<td>Operating margin</td>
<td>27.62%</td>
<td>21.91%</td>
</tr>
<tr>
<td>EBITD margin</td>
<td>-</td>
<td>27.86%</td>
</tr>
<tr>
<td>Return on average assets</td>
<td>11.25%</td>
<td>8.22%</td>
</tr>
<tr>
<td>Return on average equity</td>
<td>20.89%</td>
<td>15.44%</td>
</tr>
<tr>
<td>Employees</td>
<td>71,833</td>
<td>-</td>
</tr>
<tr>
<td>CDP Score</td>
<td>-</td>
<td>100 A</td>
</tr>
</tbody>
</table>

SOURCE: https://www.google.com/finance?q=cisco&ei=rx4NV9DKFsHigKv8oioDA
Hands busy, dirty, sterile

Partial attention – complete attention

Assist, accommodate, adapt

Schools, police stations, lawyers

Wire, offline, secure still hot
TEXT-TO-SPEECH
WE MAKE THE INTERNET TALK®
- Voice Variety
- Simple API
- Affordable Solution

OVER 50 UNIQUE VOICES

VOICE FORGE
Powered by Cepstral

CEPSTRAL
VoiceBuilder
Welcome to the VoiceBuilder

What is VoiceBuilder?

VoiceBuilder is an online web application brought to you by Cepstral that will allow you to build a TTS voice of you! The process will only take about 15-20 minutes, and at the end you will have a limited domain voice that can tell you some times, some directions, and even some jokes. Click ‘Build a New Voice’ to begin.

Build Your Own Voice

Start building a new voice based on Cepstral designed prompt sets.

Manage Your Voices

Check the status of voices that are currently being built.
Frontiers in Branding
The other 50%
World not ready for aging population

The number of people in the world aged 60 and older is expected to grow past 2 billion by the year 2050.

Total population of people aged 60 and older

SOURCE: United Nations Population Fund
SOURCE: www.aarp.org/research/topics/life/info-2014/getting-to-know-americans-age-50-.html
Use cases abound
“Gartner, Inc. forecasts that 6.4 billion connected things will be in use worldwide in 2016, up 30 percent from 2015, and will reach 20.8 billion by 2020.”

In 2016, 5.5 million new things will get connected every day.

| Table 1: Internet of Things Units Installed Base by Category (Millions of Units) |
|-----------------------------|-------|-------|-------|-------|
| Category                    | 2014  | 2015  | 2016  | 2020  |
| Consumer                    | 2,277 | 3,023 | 4,024 | 13,509|
| Business: Cross-Industry    | 632   | 815   | 1,092 | 4,408 |
| Business: Vertical-Specific | 898   | 1,065 | 1,276 | 2,880 |
| Grand Total                 | 3,807 | 4,902 | 6,392 | 20,797|

Source: Gartner (November 2015)

In terms of hardware spending, consumer applications will amount to $546 billion in 2016, while the use of connected things in the enterprise will drive $868 billion in 2016 (see Table 2).

| Table 2: Internet of Things Endpoint Spending by Category (Billions of Dollars) |
|-----------------------------|-------|-------|-------|-------|
| Category                    | 2014  | 2015  | 2016  | 2020  |
| Consumer                    | 257   | 416   | 546   | 1,534 |
| Business: Cross-Industry    | 115   | 155   | 201   | 566   |
| Business: Vertical-Specific | 567   | 612   | 667   | 911   |
| Grand Total                 | 939   | 1,183 | 1,414 | 3,010 |

Source: Gartner (November 2015)

http://www.gartner.com/newsroom/id/3165317
Markets

IoT Platforms

IoT Applications

- Cloud Services
- Big Data Analytics
- Device Clouds
- Social Services
- Human Interface
- Industrial Systems and Protocols
- Business Applications
- Device Connectivity Platforms
- IoT Data Services

Sensors, Devices, Gateways, Equipment, Mobile Assets

- Home
- Energy
- Healthcare
- Industry
- Signage
- Tourism
- Security
- Automotive
- Transportation
- Environment
An Ecosystem Tour
An Ecosystem Tour

www.mtconnect.org/step-3-it-infrastructure

www.exone.com

www.mtconnect.org/step-3-it-infrastructure


Mazak – MT Connect Overview
Frontiers in Assistive & Accentuation
Frontiers in Healthcare

CoLab with Us

- Co-development
- Co-investment
- IP exchange
- Platform solutions
- Additional products
Recommended Reading

www.hbr.org/2014/11/how-smart-connected-products-are-transforming-competition