Why are we still talking about talking?

Cepstral

Dan Bagley
Chairman
February 2018
Overt goals.

• Integration is fun.
• Collaboration is funner.
• Join with Cepstral, however you want.
• We’ll sell what you do with what we do, worldwide.
• Build systems, voices and do projects.

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WHERE SHOULD WE FOCUS THIS YEAR? “BLOCKCHAIN”

IT WILL CHANGE EVERYTHING.

EVERYBODY IS TALKING ABOUT IT.

THE POTENTIAL APPLICATIONS ARE ENDLESS.

WE DON’T WANT TO BE LEFT BEHIND.

WHAT EXACTLY IS BLOCKCHAIN?

ALSO, “ARTIFICIAL INTELLIGENCE”

© marketoonist.com
Original TTS
Serving Developers Since 2001

- 18 years old
- 40,000 developer-customers
- Integrated solutions with partners
- 60 voices
- 10’s of thousands of school desks
- Millions of cell phones
- You know us –
  - Allison wakes thousands of guests at hotels
  - Offices, banks, police, TV & radio
  - Air traffic
  - Simulators
  - Games
  - Fleets
- Profitable since 2009 with ROI
- Live BYOV patents & active technology
Intensity, Vector, Feeling and Dimension

CEPSTRAL TTS VOICES PERSONALIZE APPLICATIONS
We serve developers...

CEPSTRAL TTS VOICES PERSONALIZE APPLICATIONS
Hands busy, dirty, sterile

Partial attention – complete attention

Assist, accommodate, adapt

Schools, police stations, lawyers

Wire, offline, secure still hot
• Human enablement is the next mega-trend
• Ai, voice, sensors, interaction are not coming – they are here.
• Medical, music, fitness and home will lead
• Every person will expand their uses of Ai, knowing or not.
• Little industrial cross-over, yet.
• Much could be used
A surgeon shops for tires and installs locally.
Marketplace for IoT
Integrating Machine Assistants
Differentiation by Assisting Work
Assistant Intelligence Elements

INPUTS

INTEROPERABILITY

Anticipatory
Temp, Vibe, etc.
Process monitoring
Action Sensors
Process Data
Business Software
PID & Reactive

OUTPUTS

INTEROPERABILITY
Not as pressable as the media made out...

Two hours in Central hall only... a yawner, but funny. Less than 5% of attendees affected.
Human-machine Ai in every sector...

- Brake pedals
- Flight schedules
- Physician records
- Football games
- Cameras
- Sports
- Lawyers
- Toilets
And the horse you rode in on...
Your bed, fridge, car, and body...

Surgery, lawn mowing, diet, hygiene, transportation are all being “assisted”
Who ARE these guys?
Haptics

- “feel” the machine. Adds iterop dimension.
- Music and diagnostics...
- https://us.lofelt.com/products/basslet
Don’t believe or “like” automation?

Because I don’t, others won’t?

- Gaming is massive and exploding – trends affect ALL OTHER IoT
- Visualization and interactive graphics are practical
- Digital assistants are everywhere, and will be pervasive
- Sensors have only started
- Adoption is big, and accelerating.
- Significant entrepreneurship.
The broad assistive battle is between giants.

<table>
<thead>
<tr>
<th>Company</th>
<th>Assistant Name</th>
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<tbody>
<tr>
<td>Google</td>
<td>“Hey Google”</td>
</tr>
<tr>
<td>Amazon</td>
<td>“Alexa”</td>
</tr>
<tr>
<td>IBM</td>
<td>“Watson”</td>
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<td>Samsung</td>
<td>“Bixby”</td>
</tr>
<tr>
<td>Apple</td>
<td>“Siri”</td>
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Businesses seek brand distinction outside of these “boxes”

<table>
<thead>
<tr>
<th>Daimler Mercedes</th>
<th>Ford</th>
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<tr>
<td>Audi</td>
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<td>Boeing</td>
<td>Sony</td>
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Domain expertise and focus... “enter a world”

- Entertainment – media
- Health care
- Fitness
- Cooking
- Auto
- Factory
It’s the Feature Set that sells.
A morgue...
RCA
Motorola
Kodak
Magnavox
Dead guys... with innovation no one needs.
Luddites among the innovators.
BEST of Show Engagement – hands on.
Innovation does not mean using standard tools. What does your new system do to make life better?

Focus tight on value to user, then expand. Ubiquity sucks because you don’t help, much.

“One size, one flavor, one persona” – is not distinctive. Where’s loyalty?

Deconstruct the work/use life and serve this path.

Big platforms = Create deep obscurity
“CoLab” with Cepstral

- Co-work
- Co-development
- Co-investment
- IP exchange
- Platform solutions
- Additional products

CEPSTRAL TTS VOICES PERSONALIZE APPLICATIONS
Every day the Cepstral Store is open...
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