



Why are we still talking
about talking?

Cepstral

Dan Bagley

Chairman

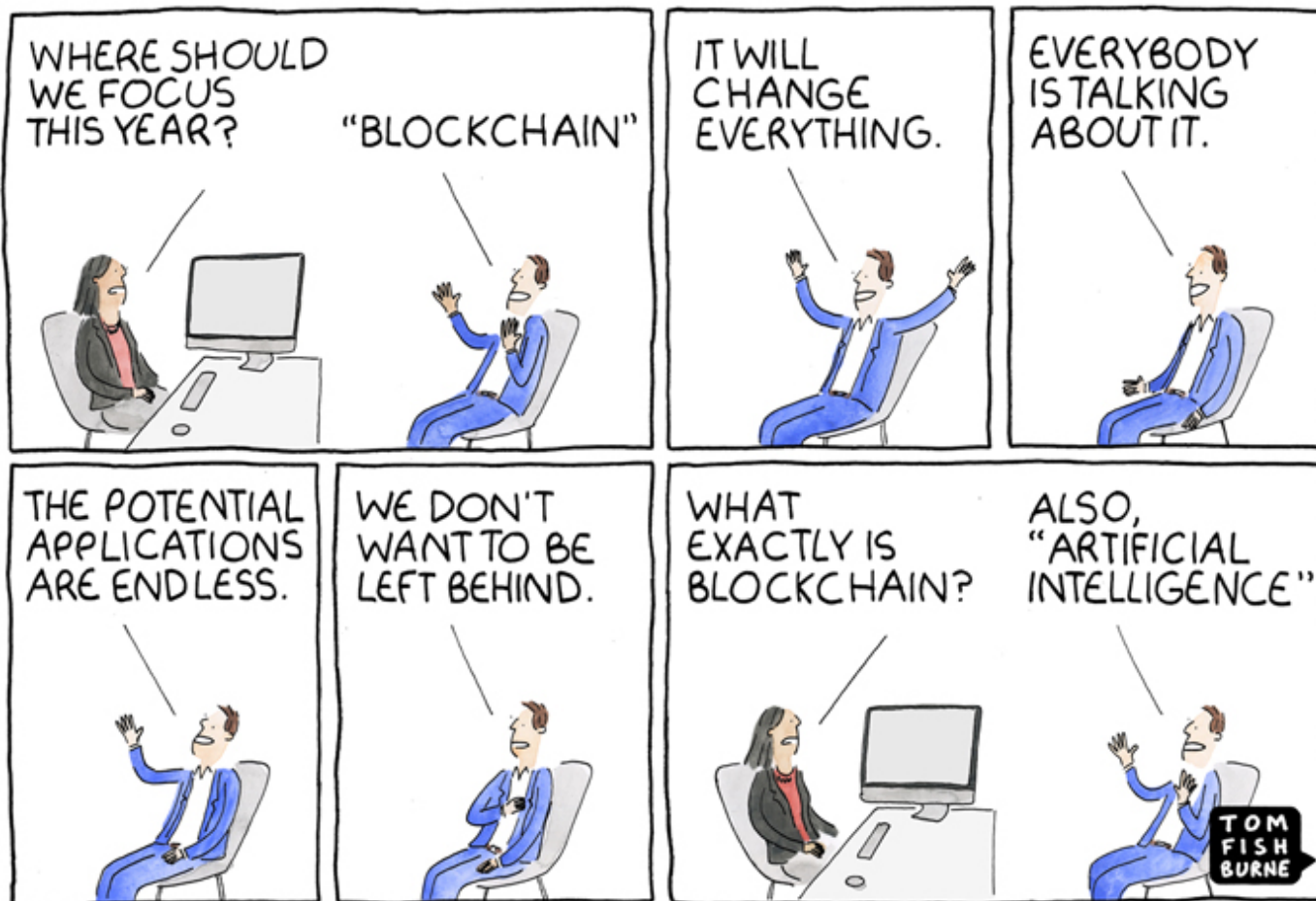
February 2018



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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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



When
your
Brand
speaks,
who
does
it sound
like?



CEPSTRAL

WE
BUILD
VOICES



CEPSTRAL
WE BUILD VOICES

We serve developers...



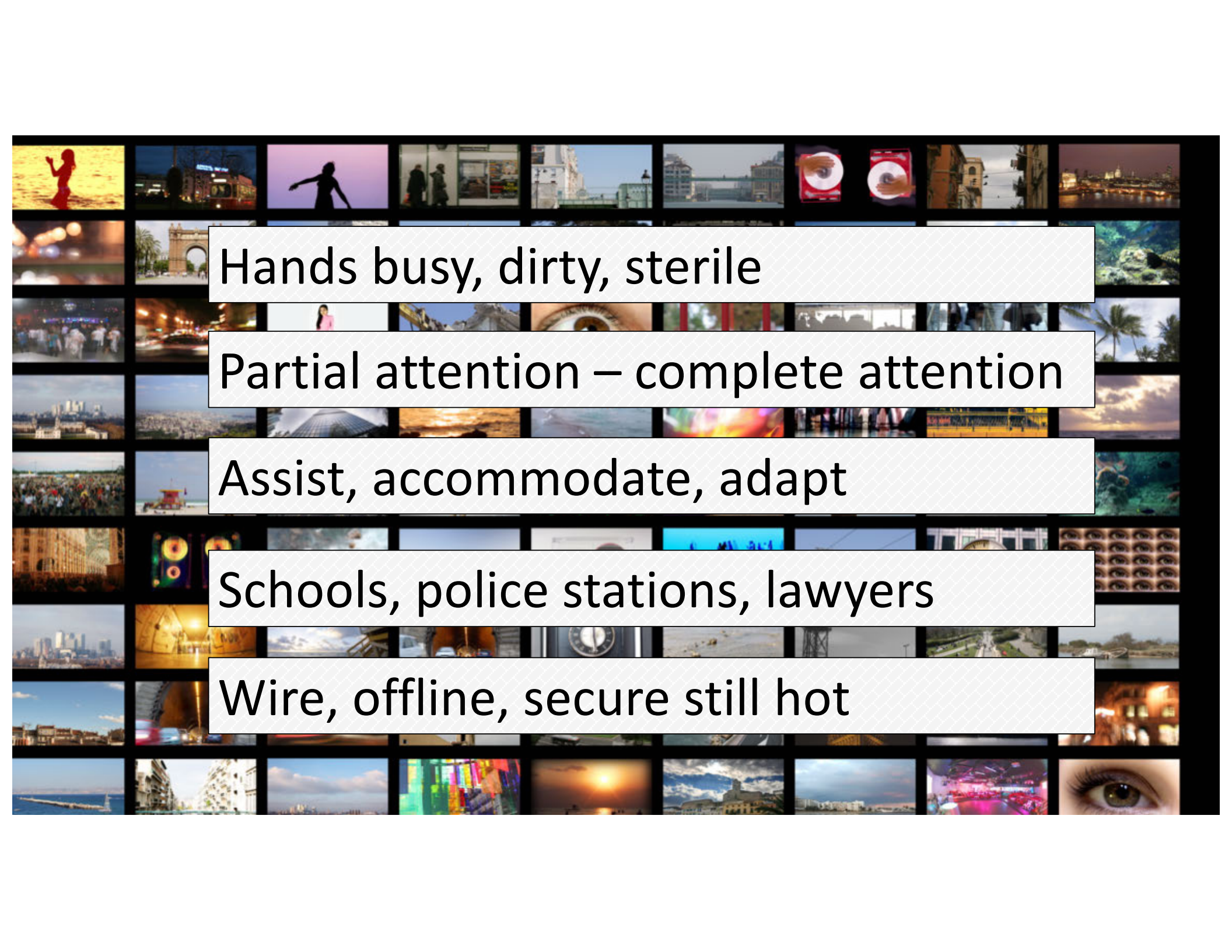
CEPSTRAL TTS VOICES PERSONALIZE APPLICATIONS

**When
your
Alert
speaks,
who
does
it sound
like?**



 **CEPSTRAL**

WE
BUILD
VOICES



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

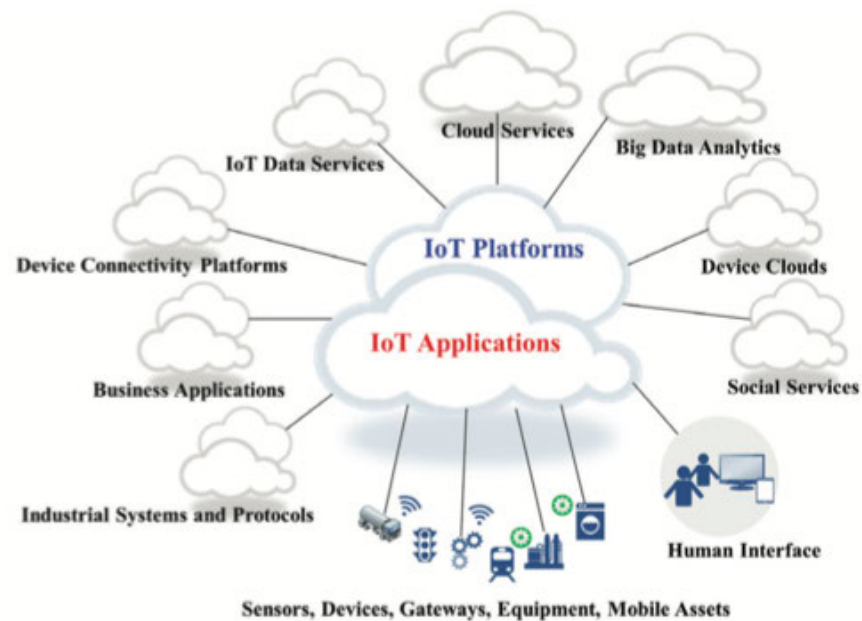


Profession.

Role.

Consumer.

Marketplace for IoT



Sensors, Devices, Gateways, Equipment, Mobile Assets

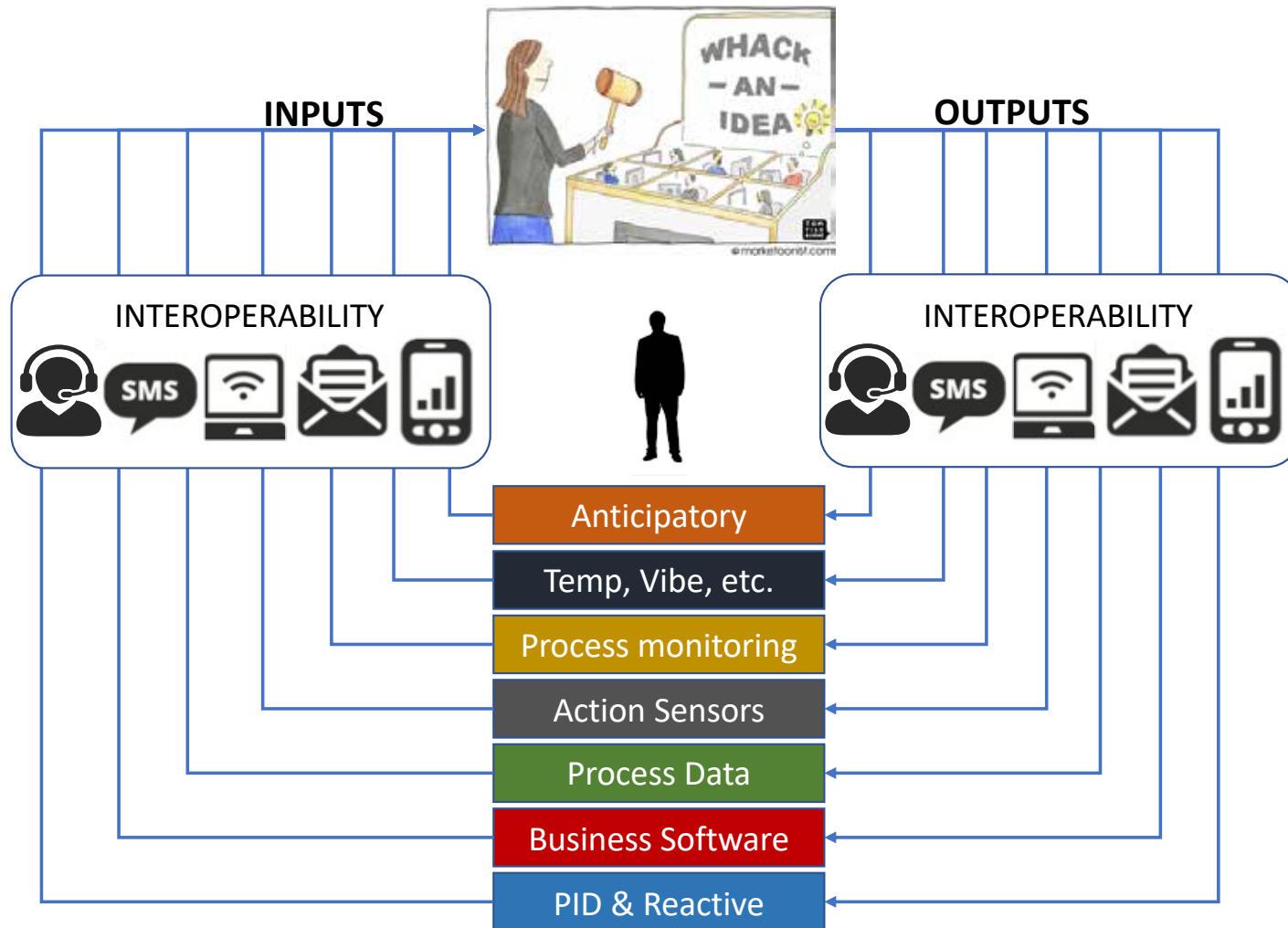


A man with dark hair and a beard, wearing a white shirt, is looking at a tablet. The tablet screen displays a financial dashboard with a table of data on the left and several charts on the right. The table has columns for dates, values, and status indicators. The charts include a line graph with multiple series, a pie chart, and a bar chart. The overall theme is financial analysis and data visualization.

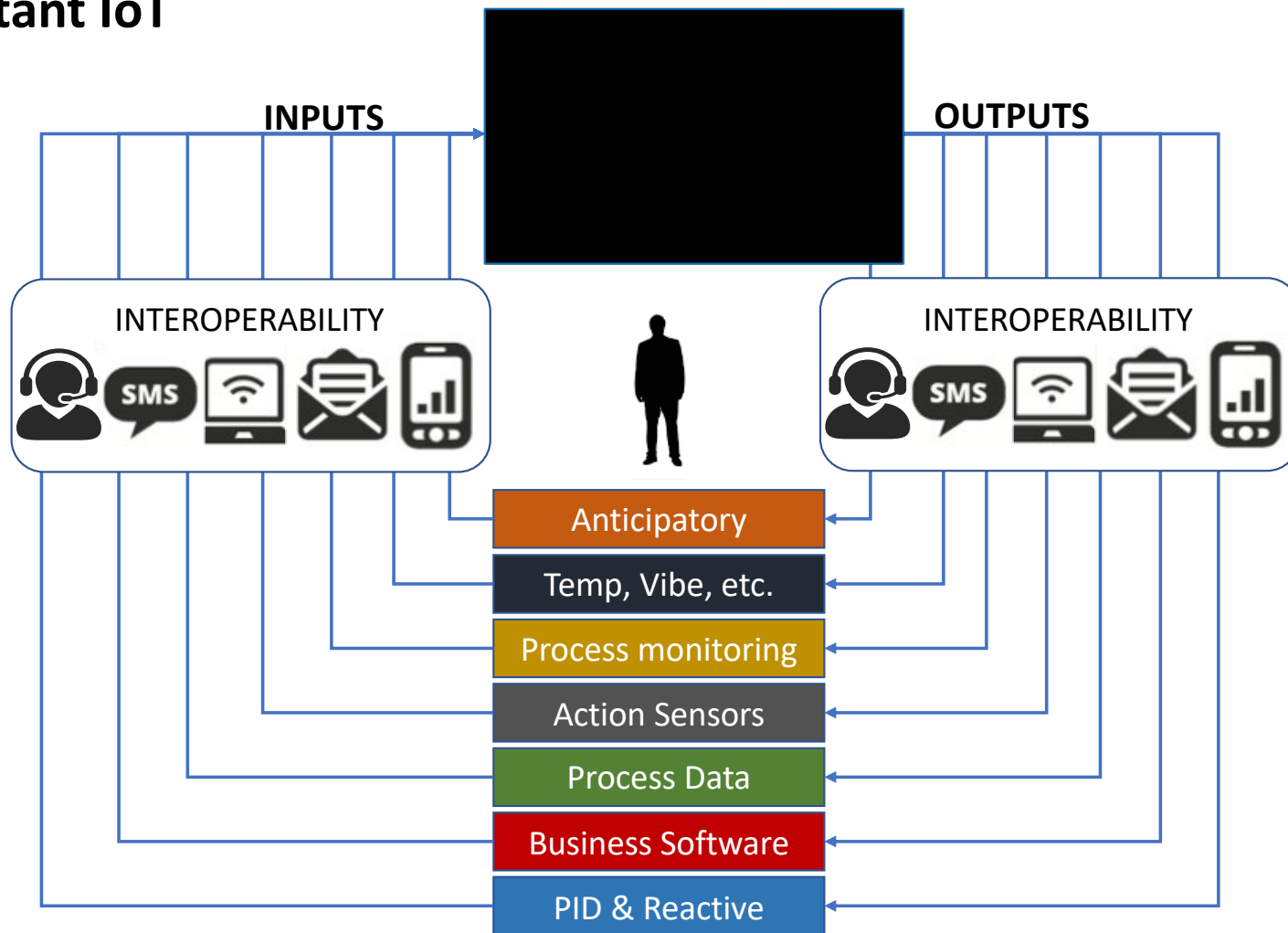
Integrating Machine Assistants

Differentiation by Assisting Work

Assistant Intelligence Elements



Assistant IoT



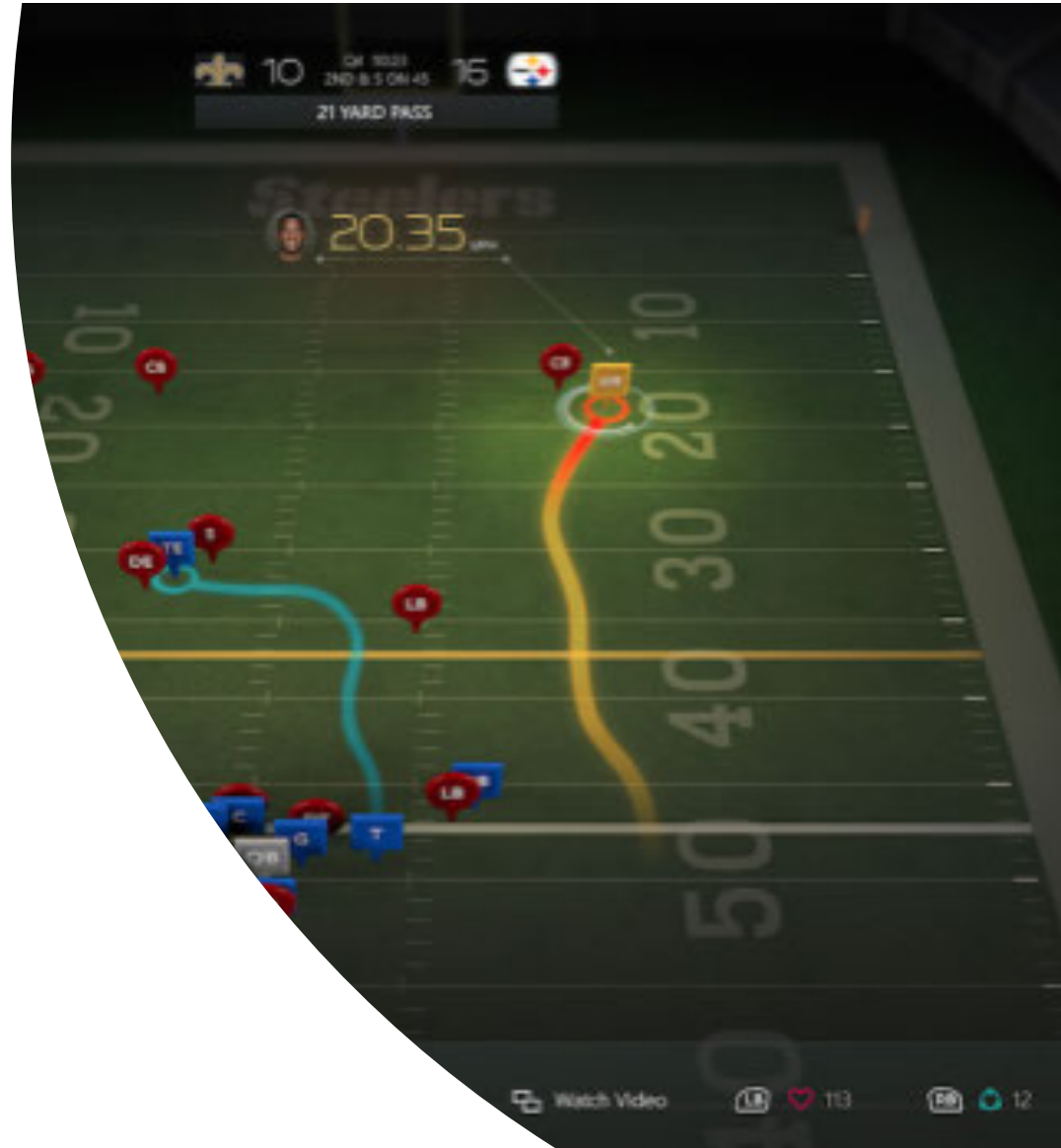
Not as
pressable as
the media
made out...



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





Wearables



And the horse you rode in on...

Your bed, fridge, car, and
body...

Surgery, lawn mowing, diet,
hygiene, transportation are
all being “assisted”

OF HEALTH



Care is unique.

Every day care.

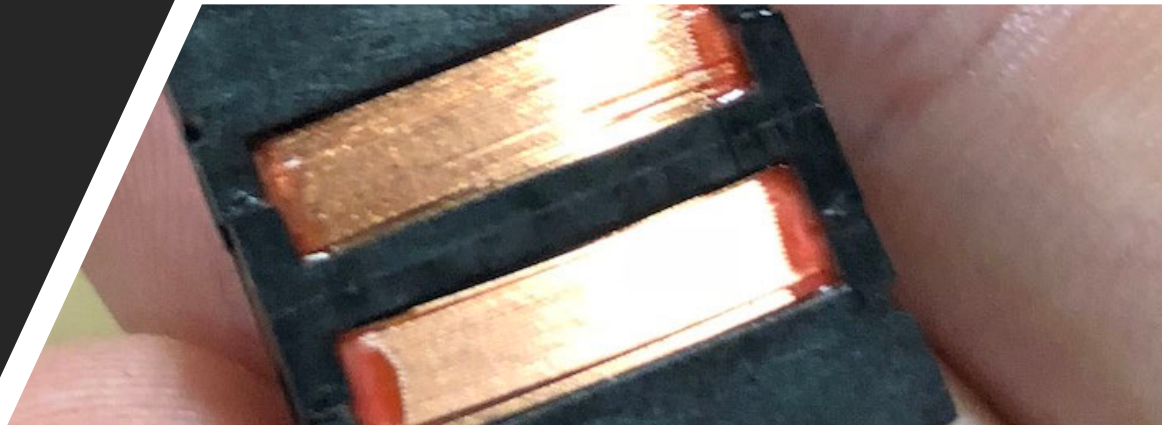




Who ARE these guys?

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.

Google “Hey Google”

Amazon “Alexa”

IBM “Watson”

Samsung “Bixby”

Apple “Siri”

Businesses seek brand distinction outside of these “boxes”

Daimler Mercedes

Audi

Bosch

Whirlpool

Delta

Boeing

Ford

BMW

Deere

GE

Canon

Sony



Domain expertise and focus... “enter a world”

- Entertainment – media
- Health care
- Fitness
- Cooking
- Auto
- Factory



A morgue...
RCA
Motorola
Kodak
Magnavox





Dead guys... with innovation no one needs.



Luddites among the innovators.

BEST of Show Engagement – hands on.





rdbagley@me.com

Your money
slide. Focus
on the
**PERSONAL
USE CASE**

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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