The VISION in an evolving DA market

Envision a phone service where people search, talk, get messages, listen, and buy …. all personalized, all easily reached
First worldwide deployments for automated DA – traditional and ad supported

Dedicated focus on DA as research topic and investment area

Highest automation rates

Multimodal extensibility

Deepest worldwide experience in DA

- First fully automated DA deployments worldwide
- 29 Deployments in 17 countries, servicing more than 5 million calls daily
- Bilingual and trilingual deployments
- Leader in implementing advertiser sponsored DA services
- Largest investment in DA technology and resources

Technology leadership in DA

- DA as a research topic since 1997
- Highest Performing DA solutions
- Largest number of patents across Speech and DA domain
- Extensible architecture for Multimodal DA and Enhanced Service applications
- Multi-language Support
Nuance DA is a complete speech application that provides callers with compelling caller experiences and the highest success rates for finding the directory assistance information they need.

Nuance DA Advantages

- Automating the most calls
- Delivering the best caller experiences
- Extensible services
Unprecedented Performance

- Intelligent matching for the largest DA databases with the Call Router
- Unique capability to improve performance with unsupervised learning
- Effective data methodologies via the Data Update Processor

Delivering the best caller experiences

- Delivering the most compelling voice and multimodal user interfaces
- Supporting natural language and taking advantage of “extra” information from the caller
- Picking the next best question to advance the caller, dynamically based on the data

Providing callers the services they need

- Full Directory Assistance services, integrating to advertiser content
- Searching on business categories when callers don’t know the name of a particular business
- Framework to deliver enhanced services fast, like driving directions
  Integrating telephone and multimodal interactions

Nuance Voice Search Directory Assistance – Advantages
Nuance Voice Search
Unprecedented Performance

66% Automation Rate

*Results will vary per individual customer.

Business category recognition 90%
Business name search > 70%

Continuous application of Unsupervised Learning, New Acoustic Models, and Standard Tuning will push performance higher

*Results will vary per individual customer.
Nuance Voice Search
Creating Positive Experiences for Callers

Delivering Results through Unique and Personalized Service

- Call flows adapted to caller profile
- Smart disambiguation
- Relevant content

Nuance Voice Search
Application, caller profile, and content optimization components

- **Caller Profile**
  Wireless caller, female, wants directions automatically sent via SMS whenever she calls

- **Smart Disambiguation**
  Combine business street and dept options into 1 question for caller selection

- **Relevant Content**
  Offer movie ticket sale as upsell
Service Different Business Models

Extensible Platform provides ability to tightly integrate and service multiple business streams

- Nuance Voice Search
- Traditional DA Services
- “Free” DA Services
- Enhanced Services
Keep callers interested, ensuring repeat callers to 4-1-1 while increasing automation opportunity with NVS DA.

Use call flow to educate callers on feature options and direct them to more automation:
- You can start over for a new search.
- I can send you the directions via SMS.

Automate more calls by searching in nearby areas when the caller’s requested location doesn’t return a result:
I didn’t find it in Jersey City, I’ll check in Hoboken.

Add more value by searching for listings closer to the caller’s location:

What landmark, neighborhood, street or intersection?
Keep callers interested with enhanced services, ensuring repeat callers to 4-1-1.

- Movie Listings and Showtimes
- Driving Directions
- Personal Address Books
- Additional services – stocks, horoscopes, and more

Coming in 2008

“What movies are playing tonight”
“Send me an SMS with directions to the theater”
“Call Bertrand at work”
Directory Assistance Deployments

- 1-800-FREE 411
- 1-800-YELLOWPAGES
- 1-800-THE INFO
Directory Assistance Search Demos

Shortcut to DirectoryAssistanceAdvertising.exe.lnk

Shortcut to DA_Advertising_EnhancedContentSearch.exe.lnk
Take the Lead with Nuance Voice Search Directory Assistance

Extensible platform with common core technology and a packaged framework for new applications

- Recurring Revenue
- DA
- Coupons, advertisements
- Movies
- Driving directions
- Multimodal Search
Thank You!

NUANCE
The experience speaks for itself™