Innovations in Mobile Applications

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Consider the User

The Best Applications…

- Are mapped to real customer need
- Are optimized for situational use
- Are optimized for device and network profile
- Leverage all available customer information…
- But respect customer concerns
Different Devices for Different Needs

**Feature Phone**
- Optimized for calling and text messaging
- Poor typing and browsing interface
- Usually no data network plan

**High End Feature**
- Optimized for messaging and media
- Data network optional

**Smartphone**
- Optimized for text, email, web, media
- Data network usually present
Other Relevant User Information and Concerns

- Privacy concerns
- Location
- Data usage
- Learning Curve
Example #1: VSuite on device-commands

**Voice INPUT**
- Activate voice recognition using your headset
- Turn Driver Mode On
- Dial names and phone numbers via your voice
- Change phone status
  - Wifi
  - Bluetooth
  - Other settings
- Launch applications such as calendar and music player

**Voice OUTPUT**
- Listen to new SMS and Email messages
  - With sender announced
  - With option to reply
- Hear calendar appointments
- Incoming caller ID announcement
- Be informed of all phone notifications

**Bluetooth**
- Full audio interface
- Works on all phone-types
- Leverage on-device services
  - Local address book
  - Local music catalog
  - Local message apps
Example #2: Simplicity: Multi-modal dication

- Faster and less strenuous than typing
- Fewer mistakes
- Visual confirmation and correction
- Adapts to repeat user behaviors
- Adaptable to device specific behavior (iPad vs. iPhone)
Example #3: Hybrid Embedded and Network

NVC Server Platform

Nuance hosted
Dictation
Web Search
Domain-optimized Search
Streaming TTS

High-end Feature Phone
On-device commands
Connected to off-device
Enhanced services when available

Smartphone
3G Usually Available
Embedded provides
Backup to network
Giving Users Control

Speech Input

Trace & Text Input

Handwriting Input

Nuance, Single Integrated Approach
Giving users choice and control
Other Innovations - Always Evolving

- Nuance Developer Program
  - Extending voice into a variety of applications

- Biometric verification for mobile devices
  - Device security
  - Transaction security

- Domain specific applications
  - Healthcare
  - Financial Services
  - Other domains

- Simplicity of user interface
  - Determination of User Intent from spoken requests
  - Application-aware speech recognition
Conclusions

• Optimize for application, device, and situation

• Give users control

• It’s not about “speech”, it’s about easy to use applications
Thank You!