



A Speech-enabled Mobile Concierge
At Your Service(s)

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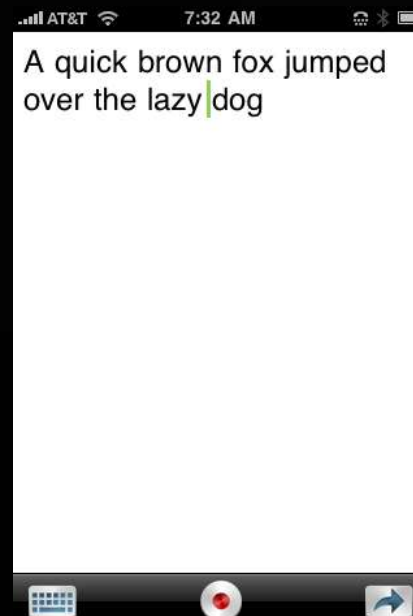
Co-Founder, VP Engineering
Siri, Inc.

Mobile has (finally) arrived

- **Your phone is more than a phone**
 - Phone → PIM (Palm) → Email device (Rim) → Internet/Do (iPhone)
 - 85 million iPhones+iPodTouches in 3 years, more than all Macintosh users in history
- **Mobile driving a “speech renaissance”**
 - People won’t talk to a computer, but they will to a phone
 - Bandwidth is finally enough for fast server-side speech response
 - Speech helps overcome difficult typing, small screen
 - Speech input works great with multimodal output

Speech Systems Today...

- Telephony
 - Call Steering Applications
 - VoiceXML Voice menus
- Car
 - Navigation Systems
- Smart phones
 - Voice Dialing
 - Dictation systems
 - Voice Search



Imaginable 25 years ago...



Apple Knowledge Navigator concept video (1986)

... an internet-enabled, personal “pad” that you can dialog with, learns about your preferences, and can do things for you?

Interaction with the Assistant

- **Touch screens** and cinematic animation
- **Global network** for info and collaboration
- Awareness of **temporal** and **social context**
- **Continuous Speech** in and out
- **Conversational Interface** - assistant talks back
- **Delegation of tasks** to the assistant
- Assistant use of **personal data**

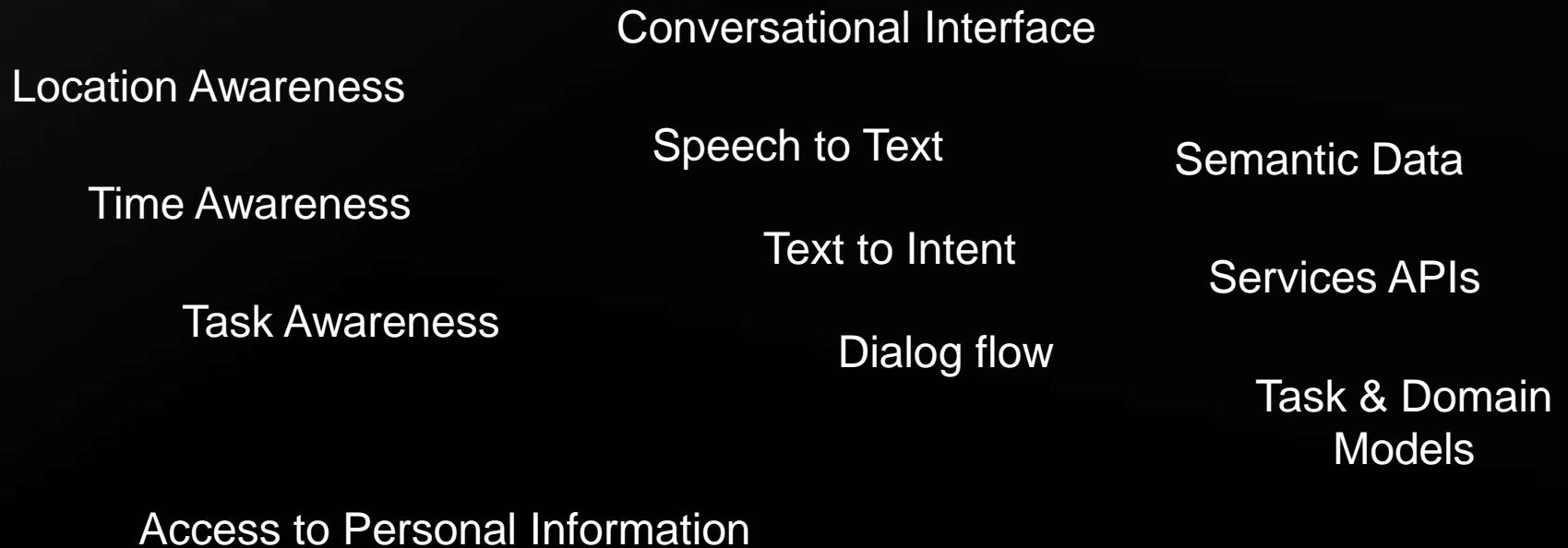
How Close are we Today?



- Touch screens
- Cinematic effects
- Global network
- Location and time awareness
- Speech out, on demand
- Isolated speech to text

But where is the interface for assistance?

What is needed is to put it all together.



A *Virtual Personal Assistant*



A new paradigm of consumer interaction with devices & services

Like a human assistant,

- You tell it what you want to **do**.
- It will help you get things **done**.
- It gets better over time

Virtual Personal Assistant

Interface Intelligence

Domain & Task Models

Service Orchestration



Siri Demo



Video: <http://siri.com/about/product>

For More Information

www.siri.com



Your **Personal Assistant**

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Download: <http://itunes.apple.com/us/app/siri-assistant>