VM2T Intro for VSC

March 4th, 2009
Yap Confidential

www.yapme.com

About Yap®

Company Facts

- Award winning platform for freeform speech recognition
- Founded in 2006, commercial operations since 2007
- HQ in Charlotte with offices in Boston & Silicon Valley
- Hosting: Redundant US telco data centers
- VC funded: $8m Series 1/A closed in 2007-2008
- Over 50 US patent fillings pending
- Experience from AT&T, General Dynamics, Intel, Marvell, Siemens, SpinVox, Verizon, etc.; worked on Dragon/ViaVoice

Experienced Management Team

- Timothy Biltz: Chairman – Chairman iPCS, Director NTELOS
- Igor Jablokov: CEO – 10 year IBM veteran, Chairman VXML
- Jeff Adams: VP Research – Nuance, L&H, Kurzweil, NSA
- Rick Terrell: VP Engineering – NVIDIA, PortalPlayer, Zenith
- Felix Gofman: VP BD/Sales – 10 year Nuance veteran
- Larry Heck, PhD: Advisor – EVP Microsoft, Yahoo!, Nuance

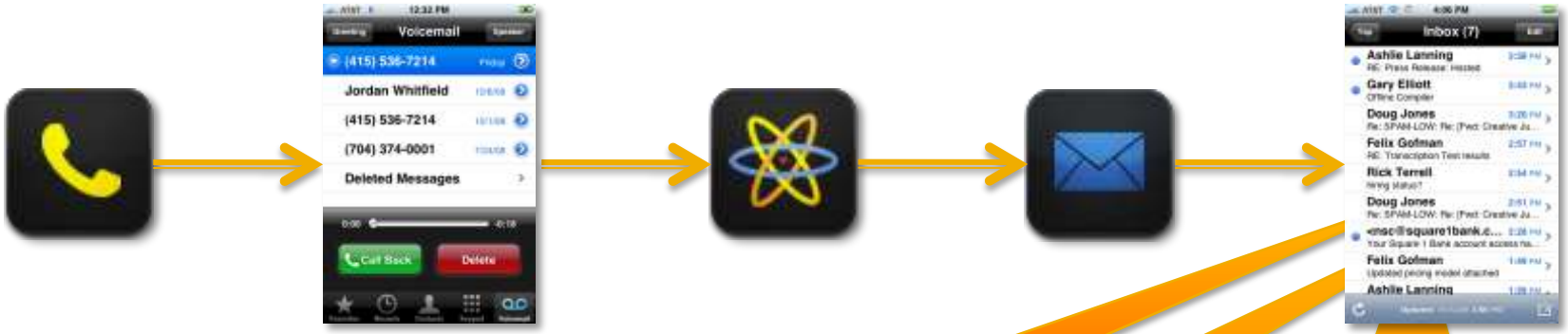
Investors

- SunBridge Partners
- Harbert Venture Partners
- Pittco Capital Partners

SUNBRIDGE PARTNERS

Harbert Venture Partners

Some examples of VM2T



Hello John this is Barbara Bush[?] calling for voice internet we had a meeting at 1 o'clock today. I told your home office but I got no answer. Anyway give me a call back on my office phone 310-444-0000 there for awhile in case you get back. Or try myself 310-345-1736 thanks bye bye.

Hey Vic this is Tim I just wanna let you know I'm not gonna be able make the call today. Unfortunately I've got something I just can't get out of. I'll check with you tomorrow morning when I get back I'm traveling back tonight. And my meeting to run over thanks.

Felix it's Holly over at Hutchison Law group returning your call. I should be. In the office for the rest of the day until. 6 or 630. And I will be enough all the rest the week other than Friday so please give me a call at your convenience. 919-829-0000 thank you.

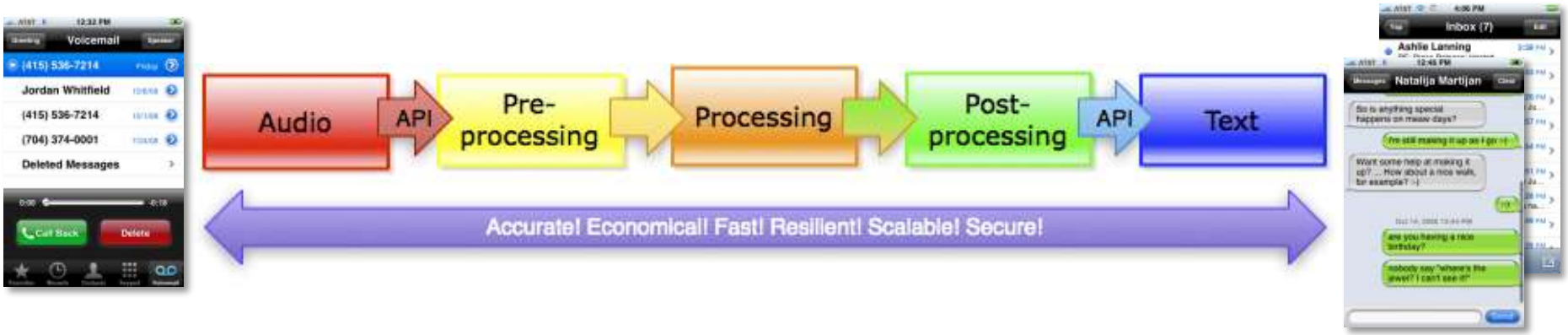
Who are typical end users?

Customer Profile		Feature Benefits
Age, Education & Gender:		**Reading Voicemail in Email or SMS:**
Male	68%	71% Extremely useful
Ages 25-44	72%	92% Useful or better
4 Year or Grad Degrees	65%	
		Usage Scenarios:
Income:		84% use in business settings
< $60,000	27%	67% use in social settings
$60 - $90,000	18%	
$90 - $120,000	16%	**Speed of Consumption:**
$120,000+	40%	>300% faster than listening to VMs
Top Professions:		**Typical Product Offerings:**
Small business owner	24%	3 SKUs: $4.95/$9.95/$24.95/Month
SW, HW or Internet	24%	20/40/Unlimited VM Conversions
Sales	13%	Overages @ $0.25/Message
Mkting, Ad & PR	12%	

Crowded Market

- CallWave
- GotVoice
- **Nuance**
- PhoneTag
- **SpinVox**
- YouMail
- Etc.

Deployments are Complex



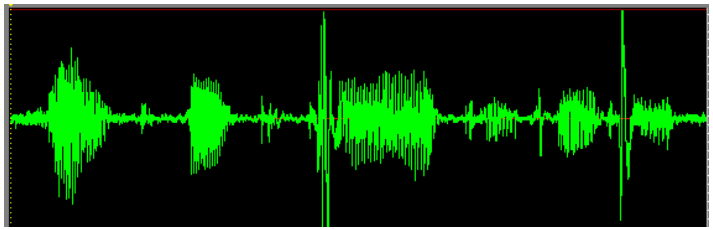
Step 1: Audio recording via existing methods: voicemail, mobile, contact center, etc.

Step 2: Audio transmission via secure API for advanced “waterfall cluster” processing

Step 3: Rich textual results are returned in near real-time for presentation to end users via email, SMS, web, etc.

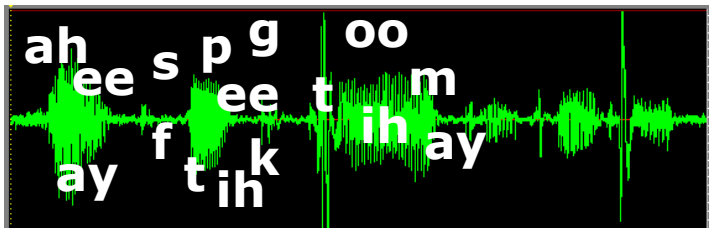
Requires server–side API integration

Freeform Recognition is Non-Trivial



signal

Acoustic model



phonemes

Lexicon

words

Language model

phrase I speak to my …

Automation vs. Human "QA"

Faster responsetimes & reduced latency

Result in seconds is more useful than that in minutes

More economicalthan manual methods

Increases margins and net revenues

Easily scalableas volumes increase

Provisions to millions of users with a button push

Secures end user privacy

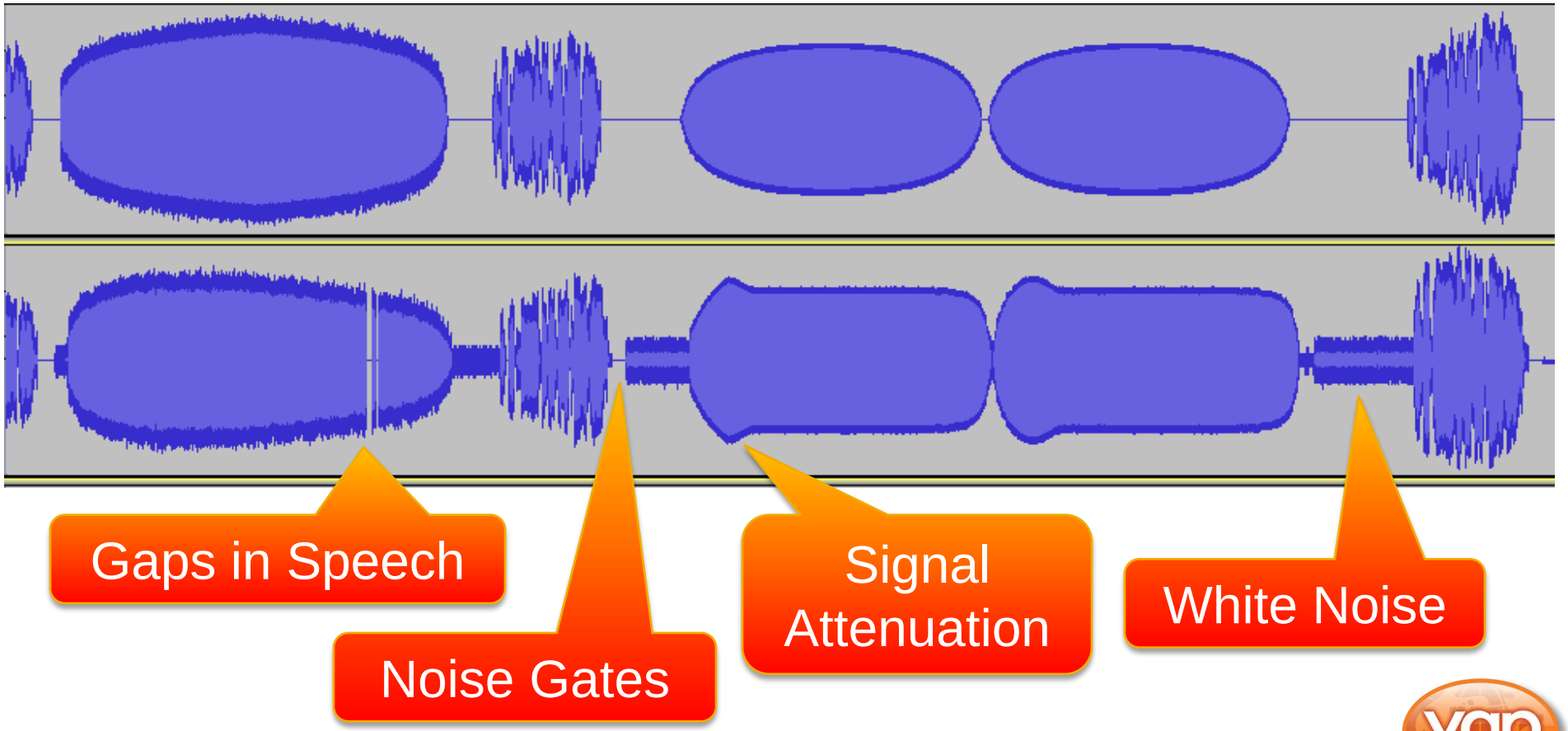
No exposure to sensitive private or professional data

Telco gradeto ensure service consistency

Phone audio quality, local dialects & proper nouns means a large percentage of messages require human "touch-up" to meet business level quality.

Accuracy Challenges

- VM2T systems often corrupt audio!



Yap focuses on mobile apps

Messaging (email, IM, SMS, social, etc.)

Search (general, LBS, video)

Enterprise (analytics)

Public safety

Games & entertainment

Simple integration via SDKs for Android, BlackBerry, iPhone, Java, Symbian& Windows

“Why type when you can Yap?”

–San Francisco Chronicle

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