



Voice Search Conference 2008

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Agenda

- Purpose of today's presentation
- *CereProc - Background*
- *CereProc - What makes us unique*
- *CereProc's* CereVoice and the need for character and emotion in synthetic voices
- Summary

Purpose Of Today's Presentation

- To give you an overview of *CereProc*, our technology and what makes us unique and stand out in terms of solutions /services from other TTS vendors

CereProc – Who are we?

- A spin out from the University Of Edinburgh
- HQ in Scotland
- Founded January 2006 by:
 - Dr Matthew Aylett (CTO)
 - Paul Welham (CEO)

Our business is giving system integrators / developers the tools to enable them to make business solutions talk with a human voice

CereProc Partners

- Closely tied with:
 - University of Edinburgh's Centre For Speech Technology and Research (CSTR)
 - Universitat Pompeu Fabra Barcelona and Barcelona Media
 - Textic / Hidden Differences Group
 - ReadSpeaker
 - ScreenReader.net
 - + various other research institutions in Europe and USA

Why we started *CereProc* in 2005



- Speech synthesis just wasn't that good that's why!!
 - We felt TTS offerings were old fashioned and technically conservative in their approach
 - The approach vendors had to speech synthesis had been monolithic
 - TTS vendors didn't have a cost effective approach to exclusive “branded” voices
- Change and Innovation was needed



CereProc - what makes us unique

- *CereProc* is 100% an emotional synthetic speech company
- *CereProc* only works with system integrators and responds to THEIR customers needs rapidly
- With CereVoice we have the most flexible text to speech unit selection engine in the world
- *CereProc* believe on going research is not only important, but necessary to give our customers competitive advantage and to improve quality – so we actively work with key academic institutions, to improve speech technology, the applications available and how the technology is deployed for all members of society



CereProc - what makes us unique

- *CereProc* builds voices better and more cost-effectively than anyone else using our voice bulking and building technology
- *CereProc* believe by using emotion we offer more characterful voices than anyone else
- *CereProc* have voice cloning technology
- *CereProc* can build voices from customer's existing data



CereProc's CereVoice provides system integrators today with

- A range of custom voices varying in style and size, from small closed domain voices to full open domain, with emotion and character
- An XML synthesis engine API which gives system integrators complete control of the engine's front end – thereby allowing customisation and the ability to offer a fast response to their applications business requirements



CereProc's CereVoice provides system integrators today with

- We offer application developers:
 - An SDK which gives developers “refined” control of the back end performance e.g. customising latency
 - A plug in component based system across various operating system / environments on different platforms
 - CereVoice is resilient, scalable with a configurable core

CereProc's our technical goals

- To continue developing CereVoice to offer emotion, character and quality for your system integrators market needs
- Speed up voice creation to under 3 hours per voice – making this process painless and cost effective
- To launch a hybrid HMM and unit selection TTS system in Q3 2008

CereProc's Voices



- Are More Than Just The Voice
- They Are Expressive
- Have emotional content
- And can be fun




Why is emotion in a synthetic voice important?



- It gives customers voices they can believe and trust in
- Regional accents gives customers something they can relate too
- It gives voices a “quality”, so that customers will want to listen to again and again
- It makes it possible for customers to listen to synthetic speech for long periods of time
- All of these elements will expand the number of applications available to system integrators to develop

Summary

- Not just voices, but characters
- We believe in continuous research & innovation
- CereVoice from design has offered openness and flexibility
- We offer rapid voice building and cloning
- We help our partners get the best from our synthesis to meet their customers needs
- *CereProc's* founders have extensive experience of the synthetic speech business
- But don't just take my word for it 

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If you are a systems integrator and would like to discuss working with CereProc – just drop me and Email