



The Very Personal Future of Smartphones

Peter Marshall, CEO

MeMeMe

www.memememobile.com







"Young friend, God and his people expect much from u because u have within you the Fathers supreme gift: the Spirit of Jesus - BXVI."

11% of young adults will check texts during sex

Mike Luttrell | Wed 7th Apr 2010, 06:42 am

A new study of Twitter and Facebook users finds that ***a growing number of twenty-somethings have no problem checking text messages while they're eating, going to the bathroom...or yes, even having sex.***

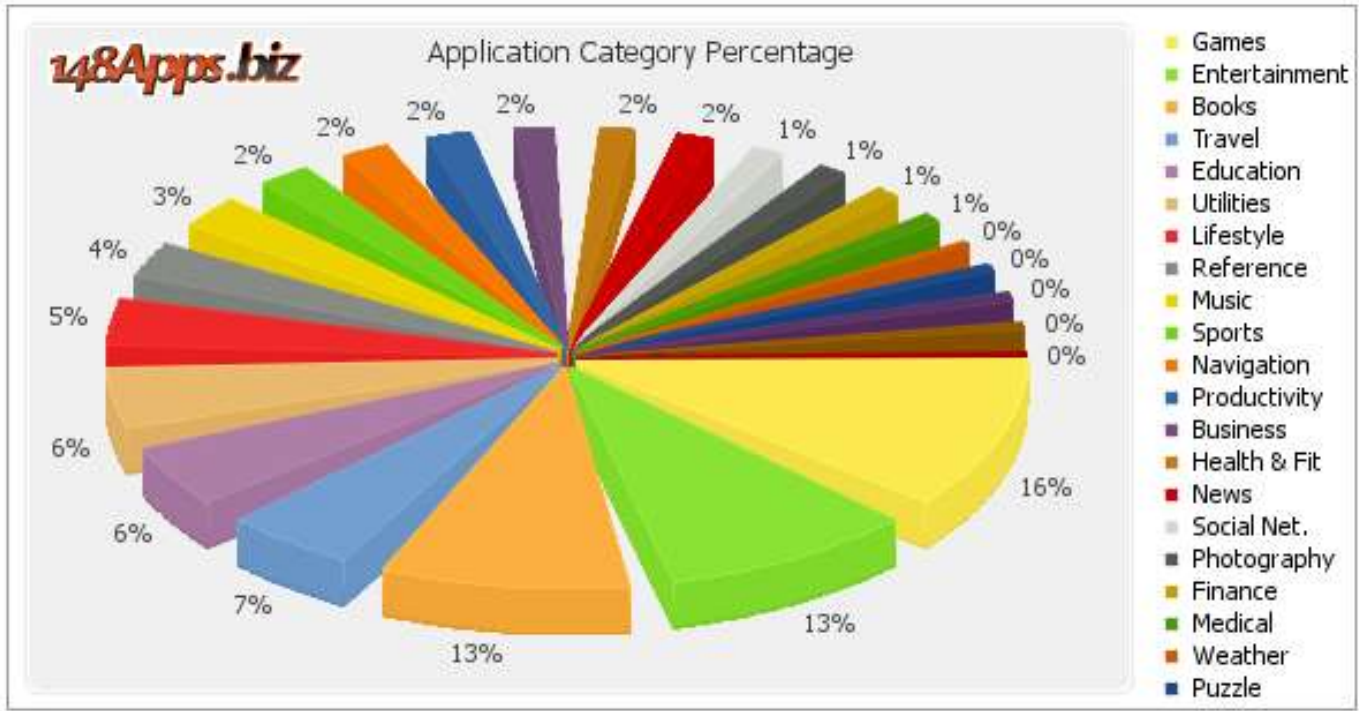
Retrevo, an online consumer electronics marketplace that also posts editorial content related to the tech industry, conducted a survey of tech-savvy adults to see how important it is to them to stay connected.

Nearly half of the 1000 people surveyed said that they habitually check Facebook and/or Twitter when they wake up and ***18% said they cannot go more than a "couple hours" without checking their social media accounts.***





- **3 billion** iPhone app downloads
- **4 billion** mobile phone users
- Mobile data **66x growth** by 2013



iFuture

2008 iPhone



2010 iPad



2012 iBoard



2014 iMat





Vlingo White Paper – Revolutionizing Voice UI for Mobile

As devices, networks, and applications are improving, mobile phones are becoming people's ***primary mobile communication, entertainment, and information device.***

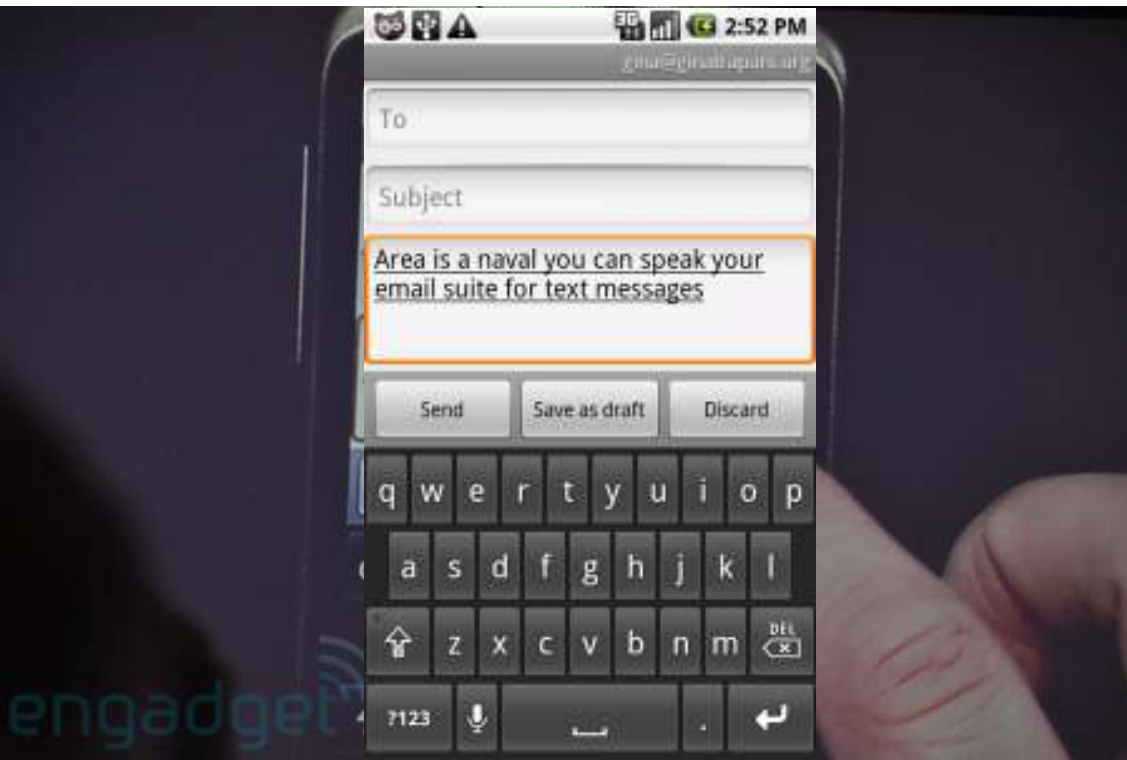
Wireless operators, device makers, and application providers are all finding that ***the limitations of a small display and twelve buttons*** on a keypad are becoming the primary constraints on what applications can be successfully deployed.

We believe that ***a more capable user interface is the key*** to unlocking data services for a broad segment of the population.





Convert Your Thoughts to Text Using Google Voice



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Top Ten Reviews, May 2009

Imagine our surprise when Windows Speech Recognition turned out to be one of the best products we reviewed. It was so good, in fact, that it earned our Top Ten Reviews Silver Award in our review of voice recognition software.

Windows Speech Recognition *transcribed our voices to text faster and better than any of the other programs in this review.* Not only do the spoken commands elicit prompt and accurate responses, but the dictation mode was *the most accurate* in our tests.





SYNC, developed in collaboration with Microsoft, **hit the 2 million mark just 10 months after Ford delivered its 1-millionth SYNC vehicle**, a 2010 Ford Fusion Hybrid, to Microsoft CEO Steve Ballmer.

... Ford data analysis shows that SYNC-equipped models of the 2008 Focus are worth more than those without SYNC. **After one year in service, the SYNC-equipped models sell for a \$240 premium** on average.

Also after receiving a SYNC demo, 80 percent of potential customers report it improves their opinion of Ford and **70 percent are more likely to consider purchase**.

Nuance Press Release
Burlington, MA , 2/16, 2010:

... the [MacSpeech] acquisition presents more growth opportunities for Dragon NaturallySpeaking with new audiences and on new devices.

“Voicemail elbow sour cream. Sasquatch and other things, delicious. I like to talk with best never, strawberry.”

Hey S, it's C just calling to see what next week. 6. In a possum that we can workers comes out and get something to mull I tried to sake think it's weird anyways. Gimme a call when you get this.

I don't know case for salsa Caterpillar says no key park but you might be available, I'd love to see where we're going jugs big bye bye hi.

Hi Michael Moore sent called the customer because coming at home and it's gonna be in the me at the tickets to Italy up to or not. Tomato 49 about fees.

Hi Jason, this is Debbie calling from. Colossi Vista and got stereotypical baby, checking the present job posted. I have an excellent job a barbeque. See you at solved. Thank You. Thank. Thank you and their act like men Washington or talk to you so

IBM Via Voice Brings Home The Gold – 3/22/1999:

"IBM talked to thousands of users and leveraged its experience developing powerful speech recognition technologies to create a product that makes it possible for people to interact with their PCs in the most natural way - using their voice," said W.S. "Ozzie" Osborne, general manager of IBM Speech Systems. "Attention to the user experience is what we believe sets ViaVoice 98 apart from all other speech recognition offerings in the marketplace."



Intellivoice to debut new voice-activated interface – 9/1/1997:

"Our whole objective is to make applications easier to use via speech," said Beth Abernathy, president and chief operating officer of Intellivoice.

By allowing wireless customers to dial their phone, access their e-mail and perform various tasks using a series of voice commands, the platform can make phone use even easier and provide a safety component that is increasingly important to wireless users and the carrier community, she said.

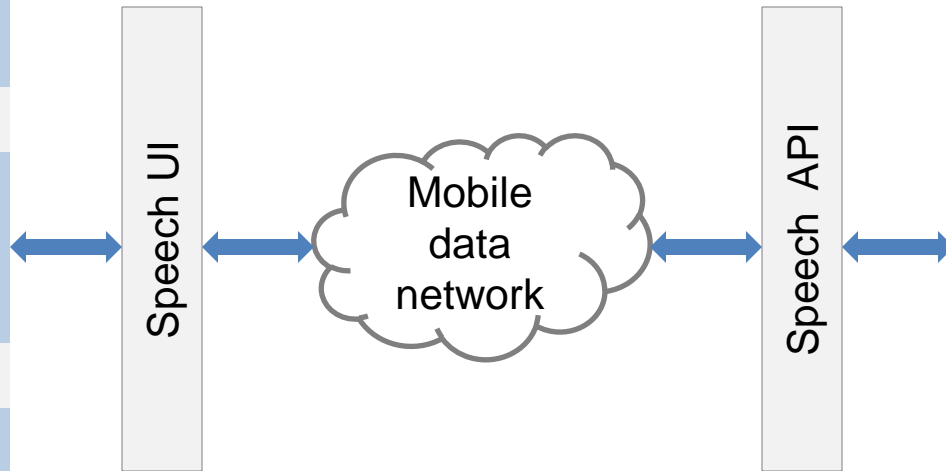
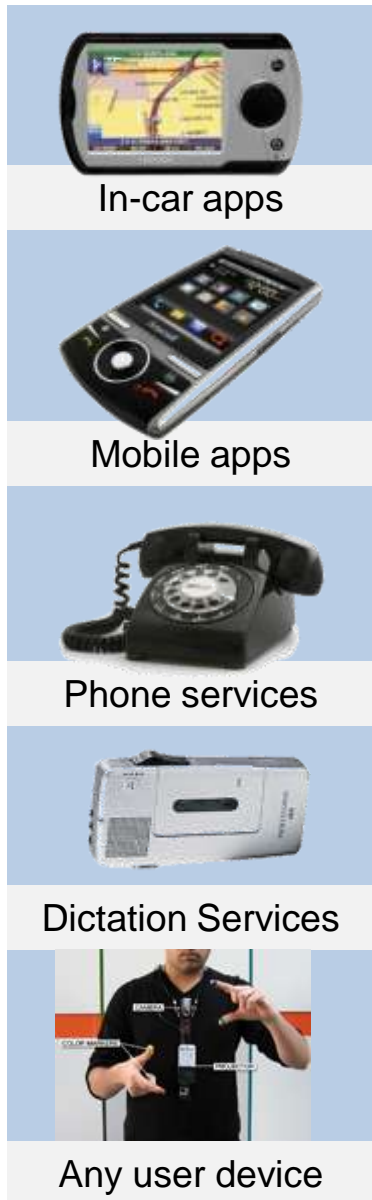


The Third Wave: Speech in Consumer Electronics – Todd Mozer,
7/31/2000:

Around [the early 90s], a large U.S. toy company rolled out a line of cars and robots controlled by voice.

It had such a high return rate that the company was forced to include tapes and toll-free numbers that taught the users "how to talk." The label on all the boxes read: "**VOICE COMMAND WORKS EVERY TIME IF YOU SAY THE WORDS PROPERLY.** If after reading the instruction sheet and listening to the audio tape, you still cannot get it to work; call IN THE US 800-442-7440 IN CANADA 800-463-3353 and we'll teach you how to say the commands properly. Do not return the vehicle to the retailer, we will help you."





Cloud-based Speech Service



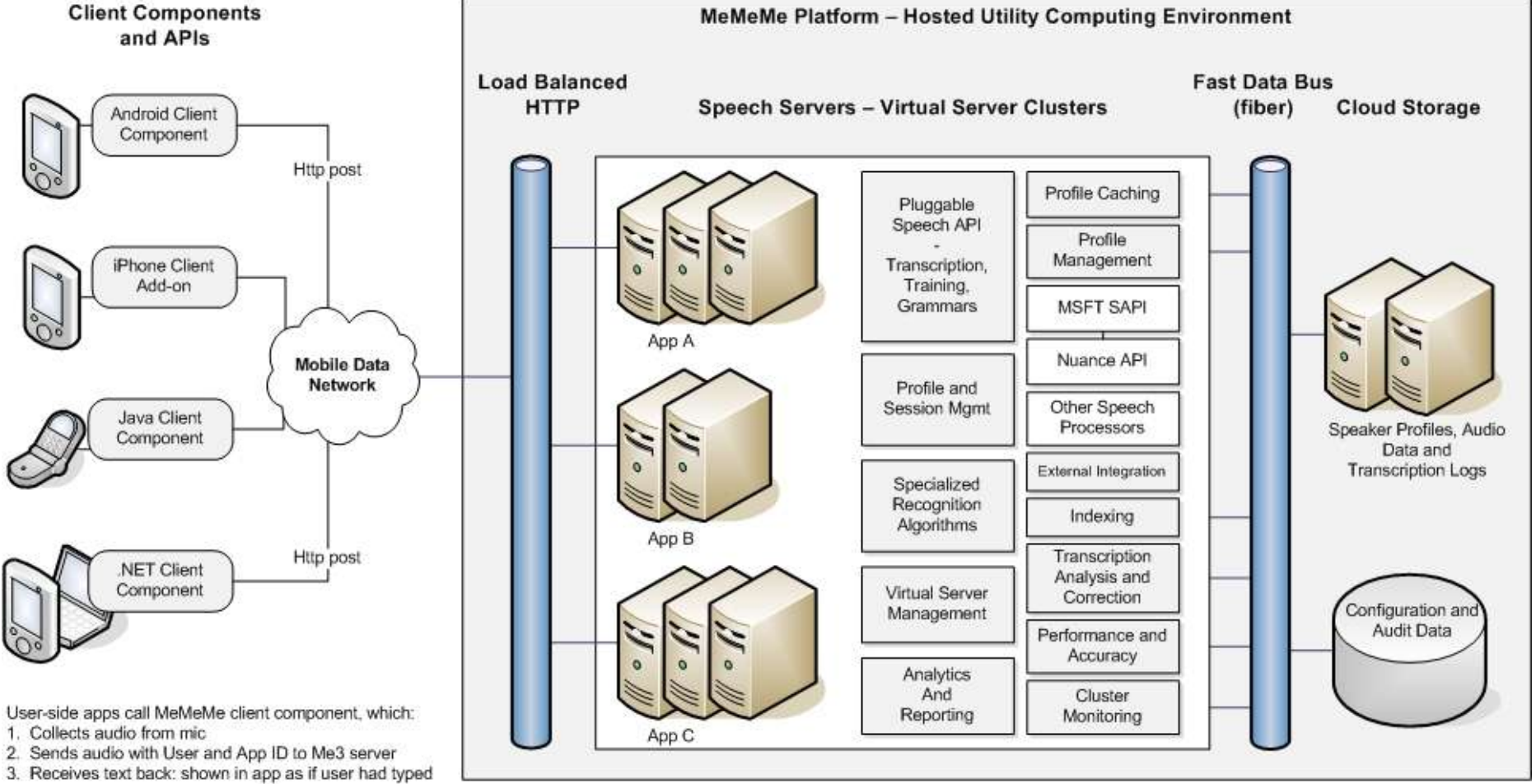
- **Centralized** speech recognition and processing
- Fast, scalable, and reliable cloud computing platform

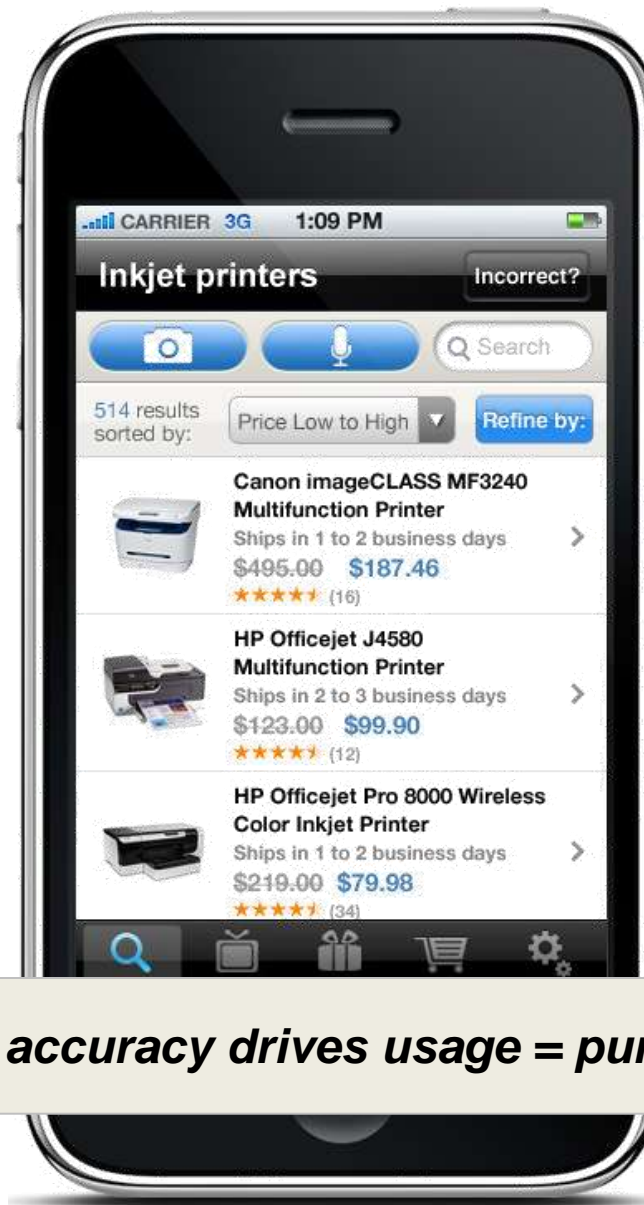
The MeMeMe vision:

- Voice is a desirable feature of any app used by humans -- so voice has to work with any app
- Cars, phones, pads, homes, ...
- Intelligence in the cloud
- Speaker-adaptive > not, (added to other tricks)



The MeMeMe Platform





Mobile ease & accuracy drives usage = purchases

