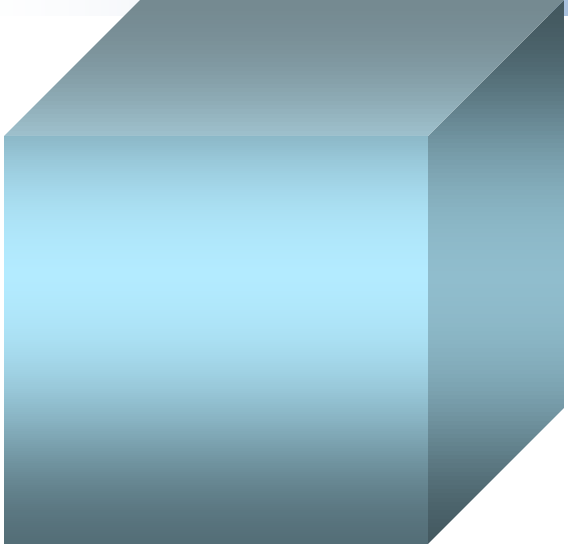




Voice Search 2009
San Diego, CA

Voice-enabled Mobile Applications





Enterprise

- Metaphor Receptionist
- Address Change
- Password Reset
- Change Login
- Trouble Ticket Management
- Time and Attendance Service



Health Care / Pharmaceutical

- Prescription Refill
- Schedule & Confirm Appointment
- Inbound Clinical Trial Survey
- Laboratory Results
- Physician Surveys



Retail

- Mail Catalog
- Order Status
- Account Status
- Tech Support Entitlement
- Store Locator
- Phone Shopping
- Inventory & Pricing
- Customer Satisfaction Survey Notification



Financial Services

- Telephone Banking
- Mortgage Qualification
- Stock Portfolio Management
- Bill Collections
- Credit Card Payment
- Voice Authentication



■ IVR Application Packages

- 55 inbound and outbound IVR packages

■ OEM Plug & Play Platform

- Web based application configuration and management

■ Metaphor Studio

- Web-based developer tool



Mobile Apps ?

- **Seduced by the iPhone and iTunes AppStore**
- **Dawn of a new age, reminiscing beginning of the Internet progress**
- **Finally a chance of acceptance as valuable UI component**
- **Value proposition: Cure for the fat-finger syndrome**

■ What we knew.....

- Sticking to assets we can leverage and use cases we understood

■ Large list search and navigation

- Voice search providing significant time and ease of use benefit

■ Select targeted tasks

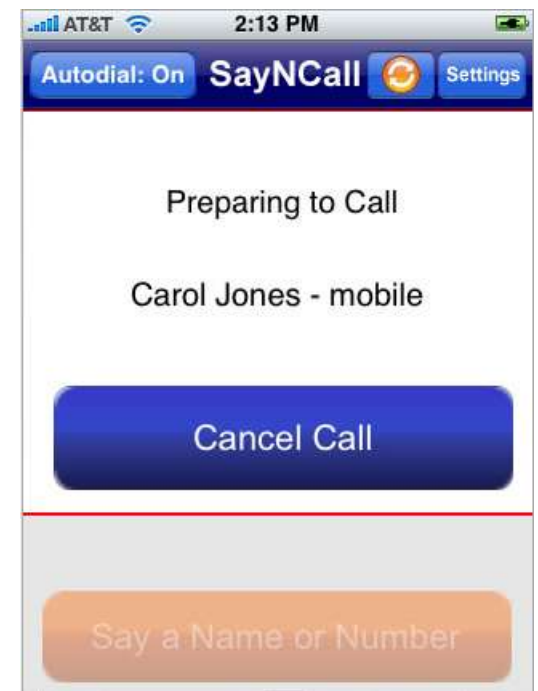
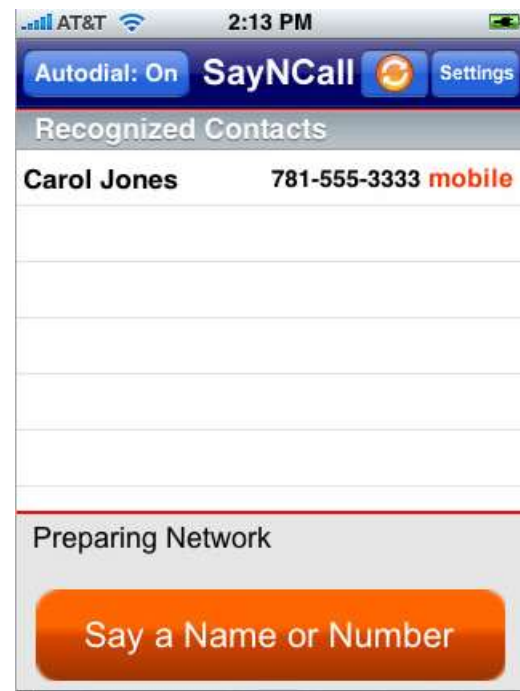
- Mobile applications to be designed for well defined and easily understood tasks

■ Repeat usage

- Promise of addiction

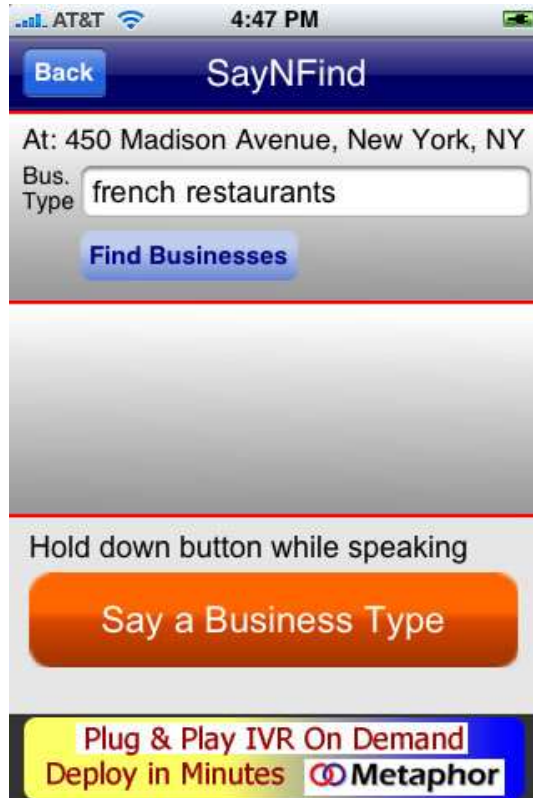
■ Fit with the device

- Understanding what people are doing with their device and where





Business Search



Directions



AT&T 4:43 PM

Help SayNFind

Start 11 Hill Top Rd, Wellesley, MA

Recents Same End City Find Business

End


Recents Get Directions Find Business

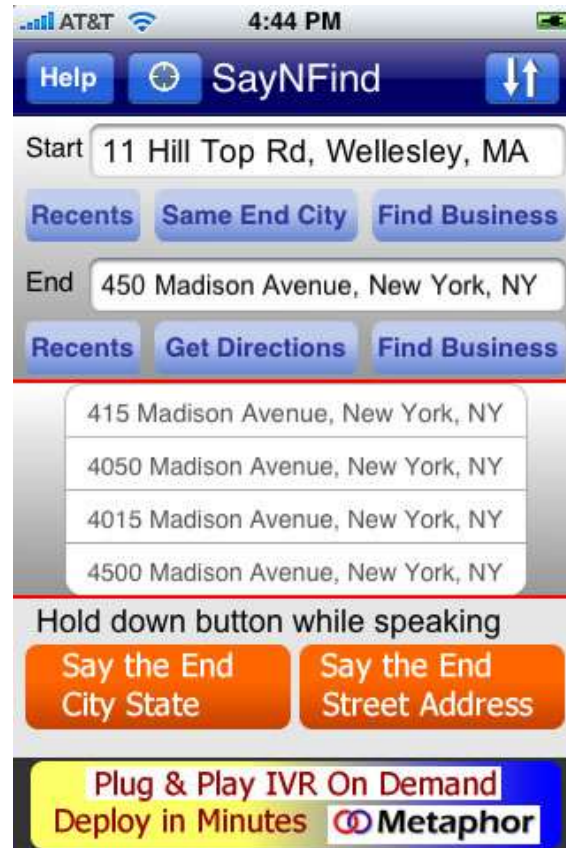
Example: New York, New York

450 Madison Avenue

Hold down a button while speaking

Say the End City State Say the End Street Address

Plug & Play IVR On Demand
Deploy in Minutes  Metaphor



AT&T 4:44 PM

Help SayNFind

Start 11 Hill Top Rd, Wellesley, MA

Recents Same End City Find Business

End 450 Madison Avenue, New York, NY

Recents Get Directions Find Business

415 Madison Avenue, New York, NY


4050 Madison Avenue, New York, NY

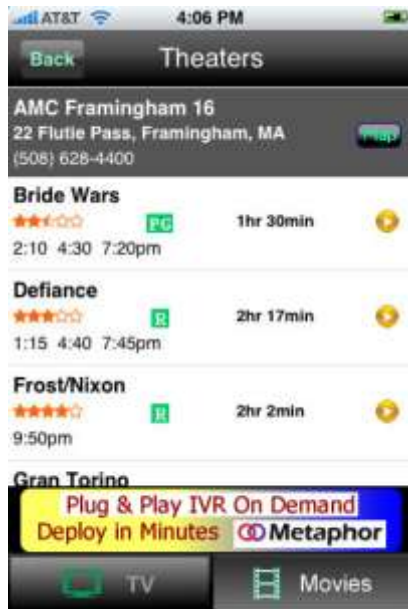
4015 Madison Avenue, New York, NY

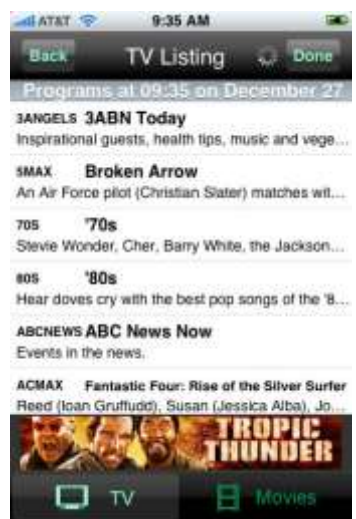
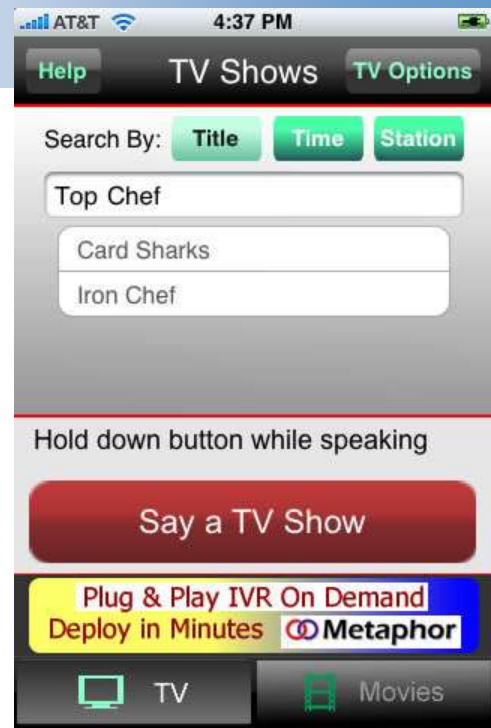
4500 Madison Avenue, New York, NY

Hold down button while speaking

Say the End City State Say the End Street Address

Plug & Play IVR On Demand
Deploy in Minutes  Metaphor





- **Novelty wears off fast**
 - After initial 20 – 30 downloads, the rate of downloads slows dramatically
 - Each download has high usage initially, then tapers off
- **Small number of users are repeat users**
- **People will tell you what they think**
- **Getting more and more difficult to execute launches**
- **Supplement marketing externally**

- **Download fees**
- **Advertising**
 - Try telling that to your board
- **Lite – Heavy Upsell**
 - Has potential
- **Lead to Transactions**
 - Promising
- **Embedded / Private Label**
 - Intriguing



■ Select & Build Philosophy

- Simple interfaces
- Don't push voice search
- Leverage other UI components
- Task oriented applications

■ Business Model

- Embedded model has the best potential
- Natural lead to transactions

■ Future excitement

- Next iteration of iPhone and AppStore
- Launch of other application stores
- Enterprise interest