

# The Importance of Voice Interaction APIs for Mobile Apps and Smart Devices

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Mobile Voice Conference  
March 4, 2014

# Speaker Bio

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## What we do

- We make Artificial Intelligence products, based on our NLP and voice interaction technologies
- Launched first Voice Interaction Open API for Russian language, which lets developers implement voice interaction into various applications

# Voice Interaction – what is it?

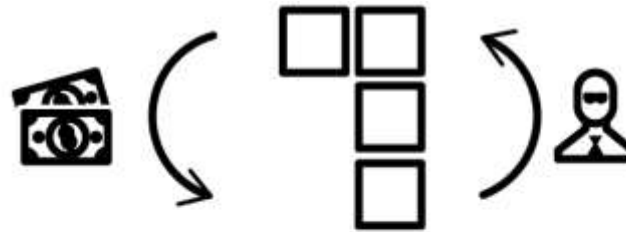


interacting  
with voice

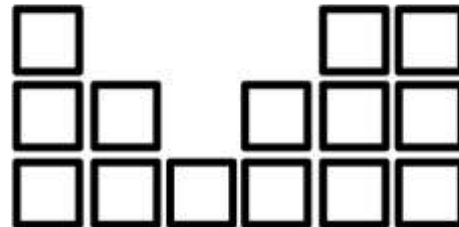
# Voice Interaction – it's hard!



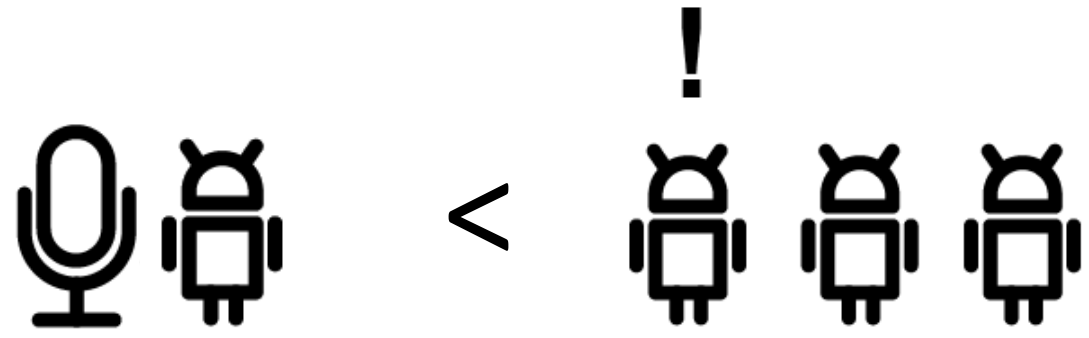
specific  
qualifications



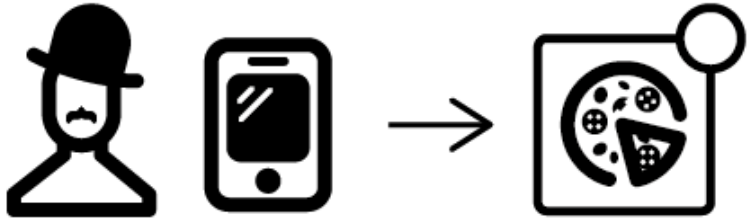
expensive  
professionals

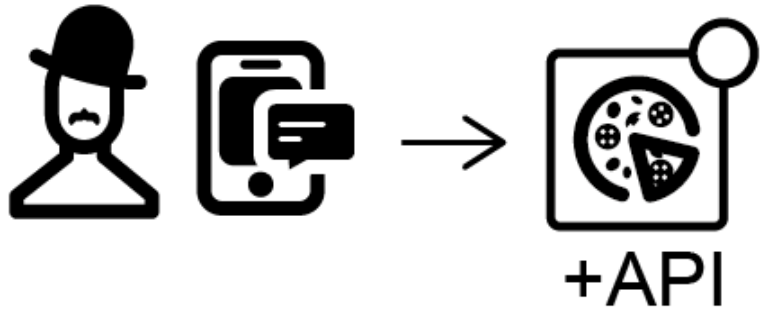


# Why APIs?

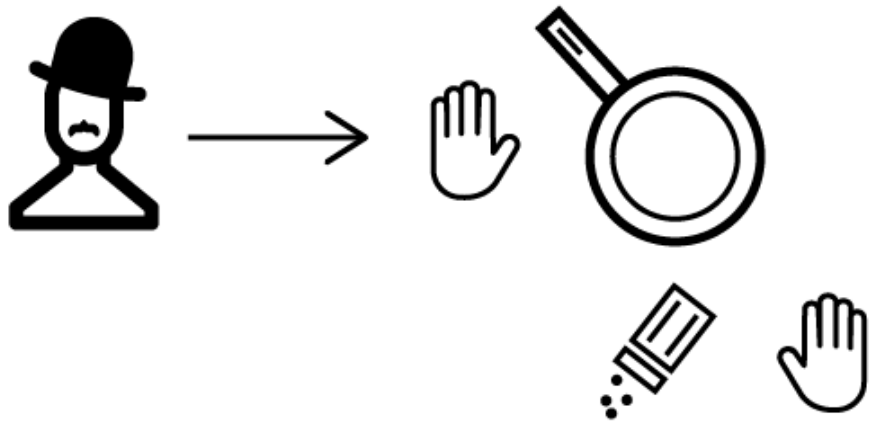


# Use case 1: Pizza App

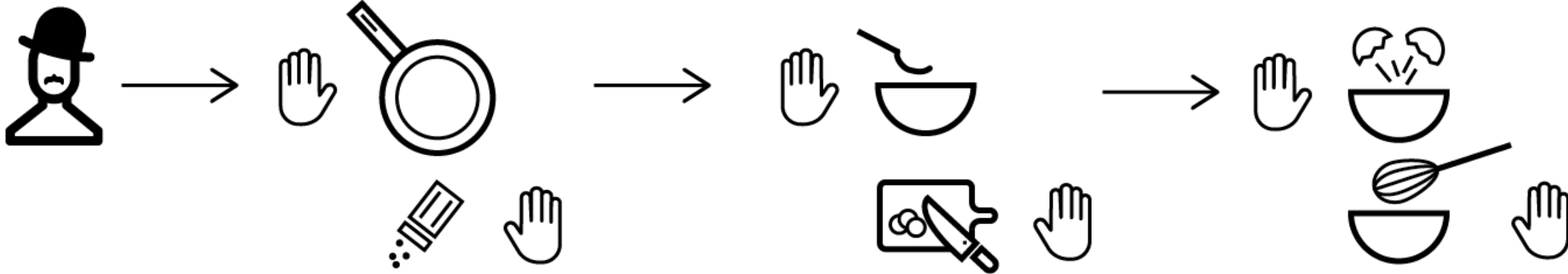




# Use case 2: Recipe App



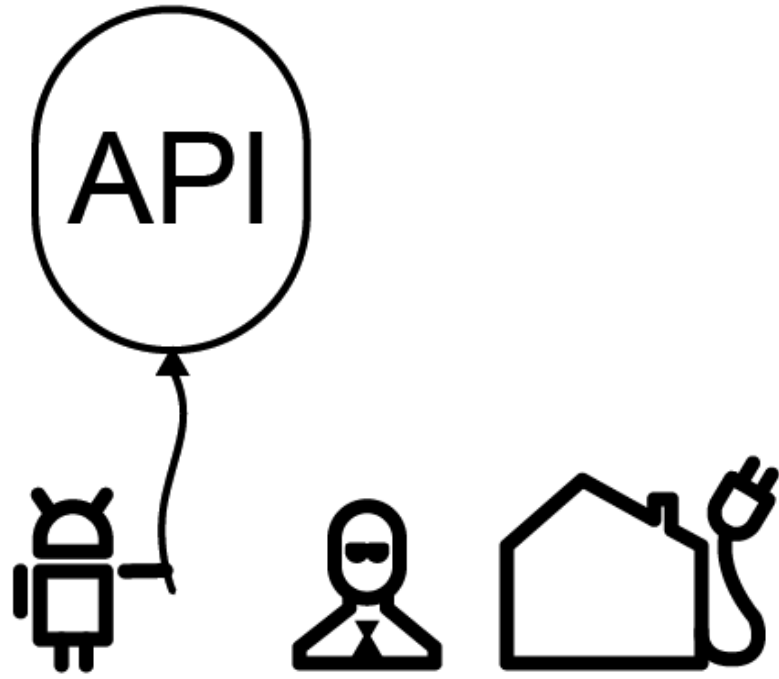


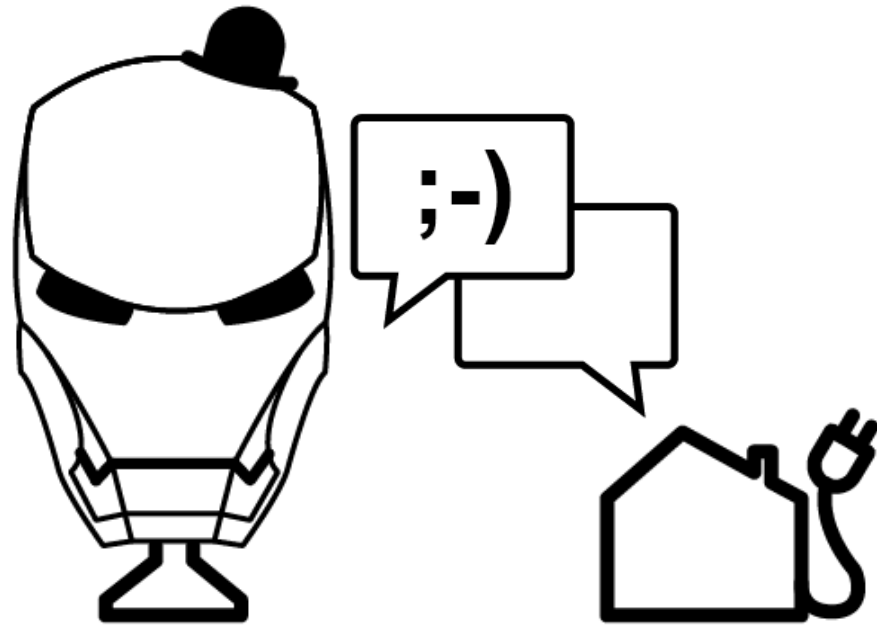


# Use case 3: Smart House

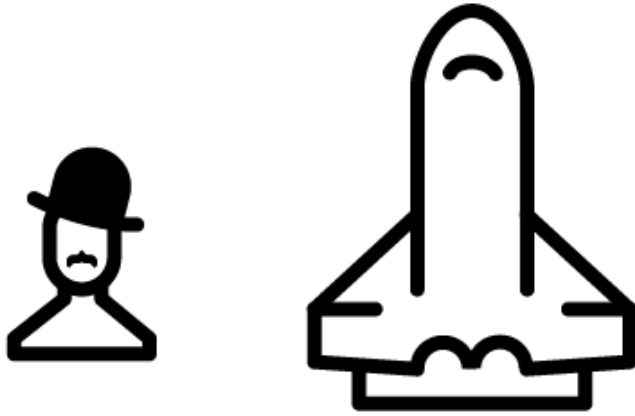


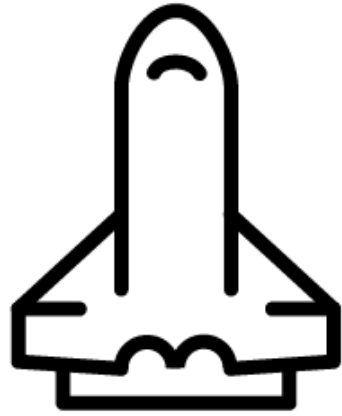


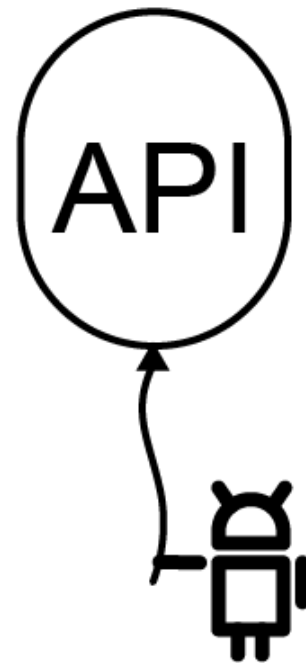
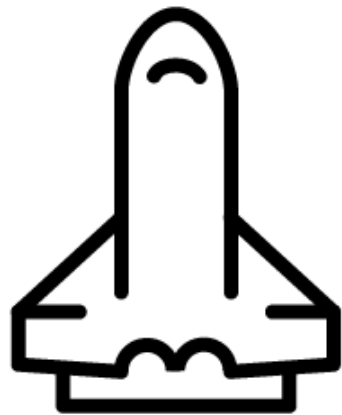




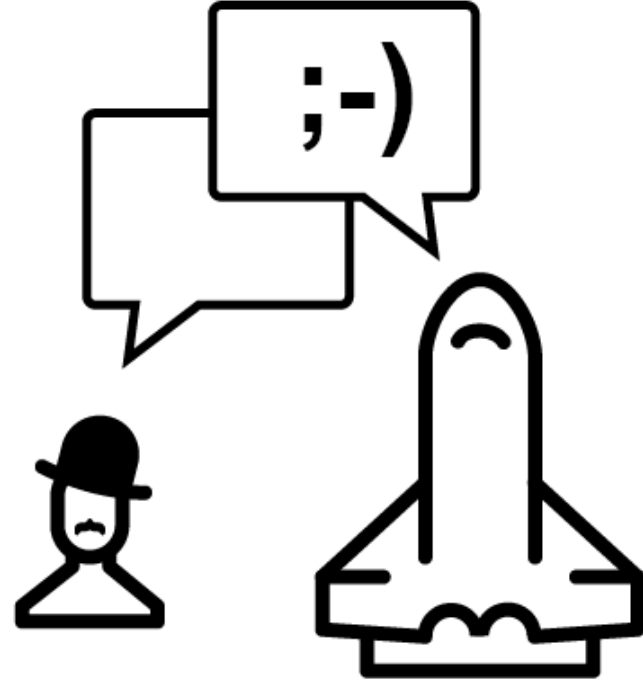
# Use Case 4: Spaceship





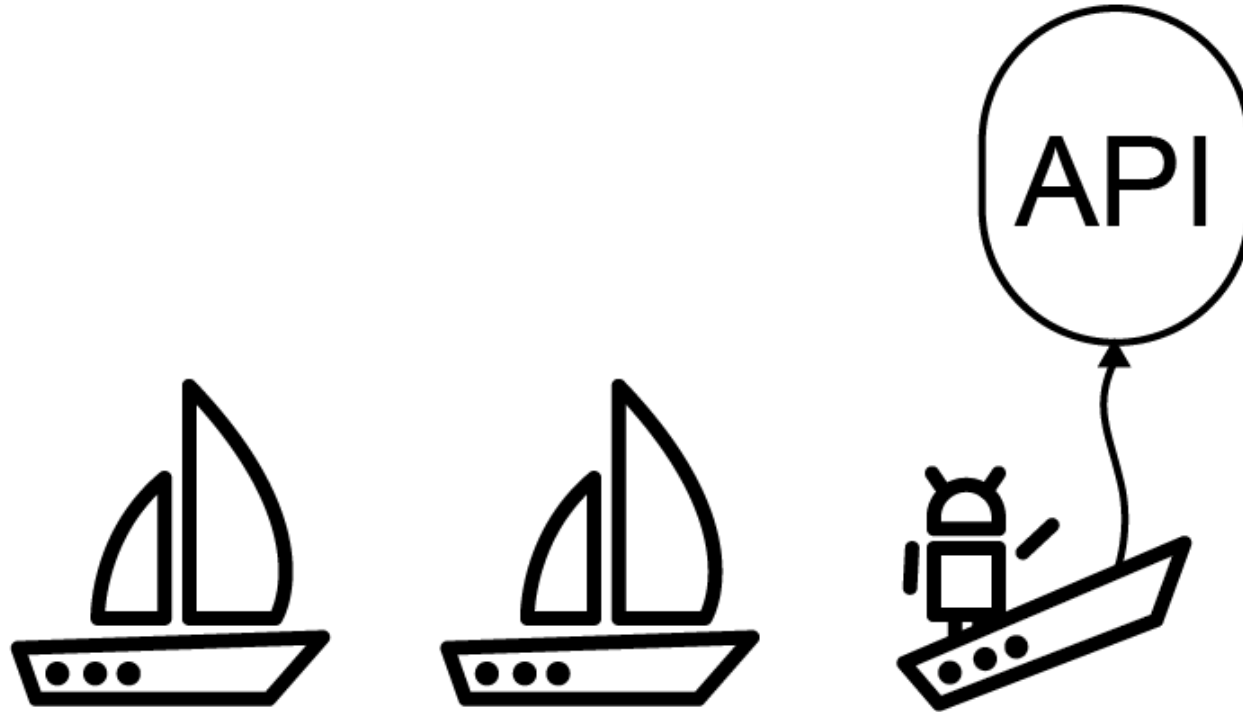






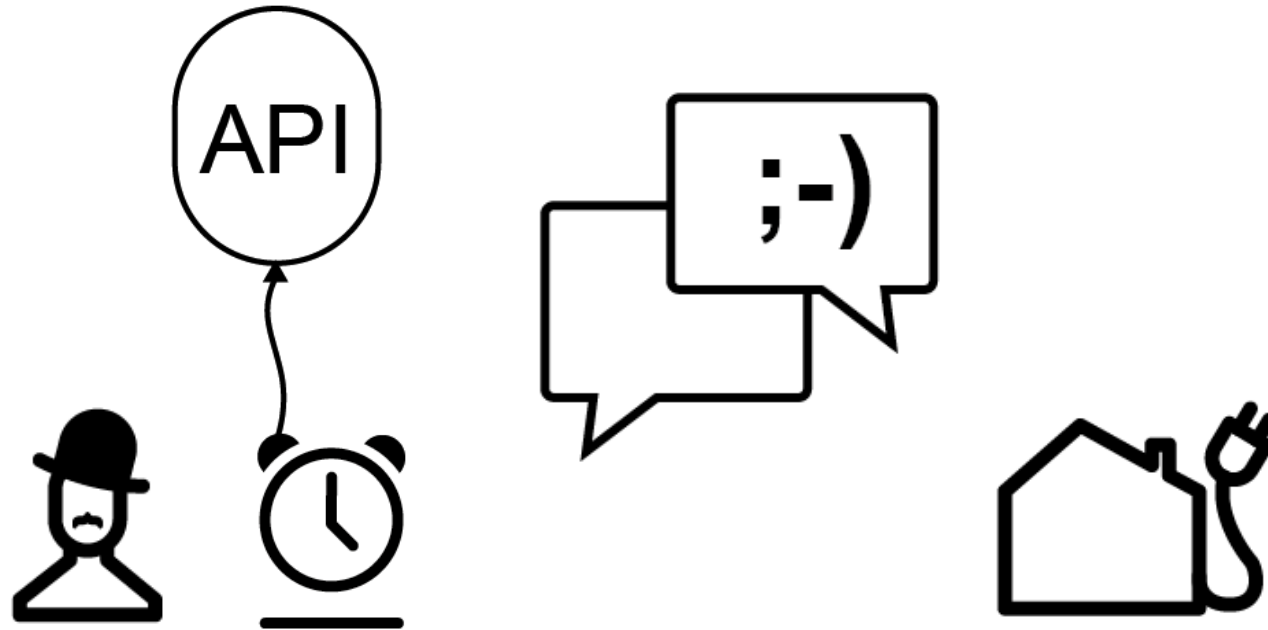
# How is it business?

There are several ways to make it commercially attractive:



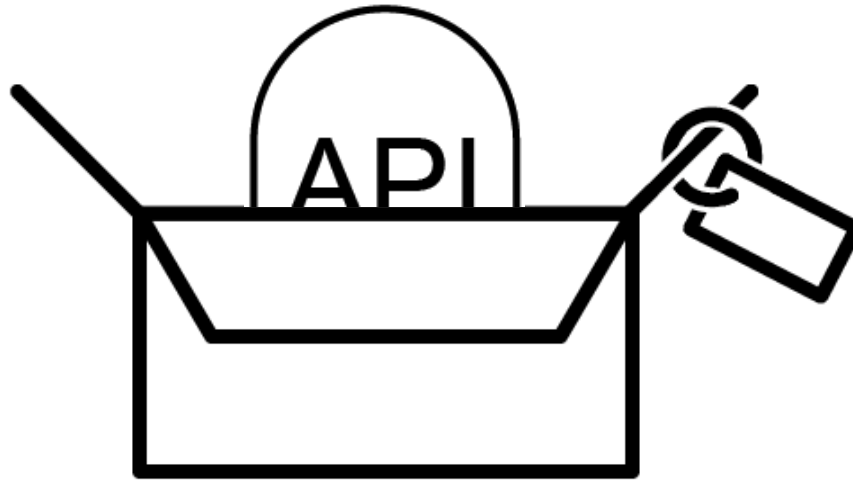
# How is it business?

There are several ways to make it commercially attractive:



# How is it business?

There are several ways to make it commercially attractive:



# Good APIs, bad APIs



Documentation

vs.



Figure-it-out-on-your-own



Support

vs.



No support

**\$0**

Public/Free

vs.



Paid

# Post scriptum

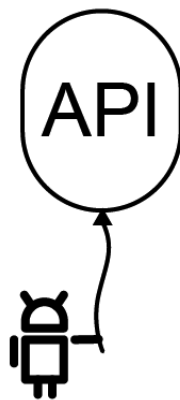


– APIs let technology spread around the world much faster



– APIs can make other people come up with new ways to implement your technology

– Voice Interaction APIs might be the only good way to make profitable business on this market :-)



# Thanks for watching.

Now, go make some APIs!

# Questions?

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