

Voice Search of Connected Databases

Joe Wölfel

Founder & CTO

Talkhouse, LLC

Joe@talkhouse.com



What does Talkhouse do?

- Specialize in Voice Search
- Make Speech Recognizers
- Research & Development
- Application Development

Voice Search of Connected Databases



- Advanced methods for understanding users

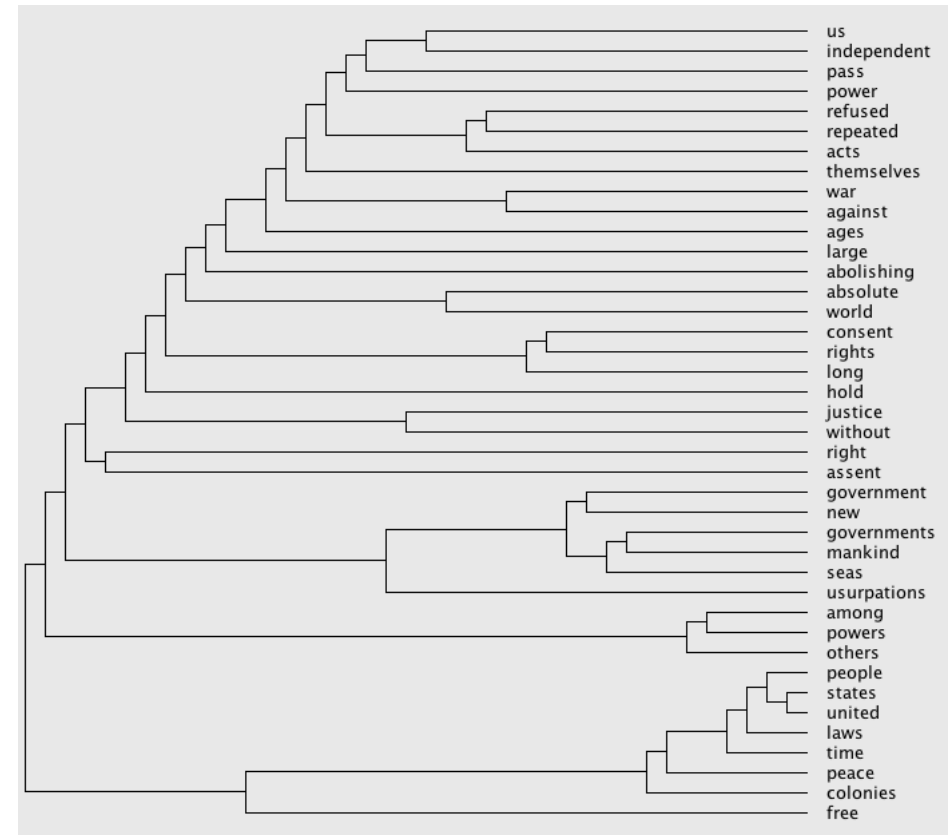
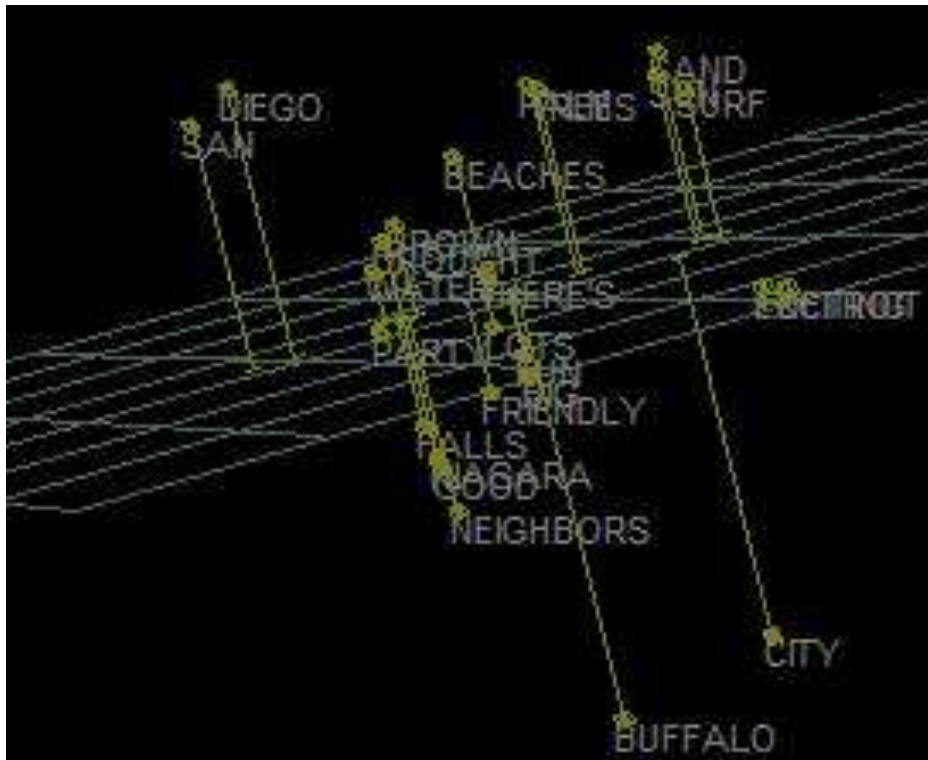
How do we study our users?



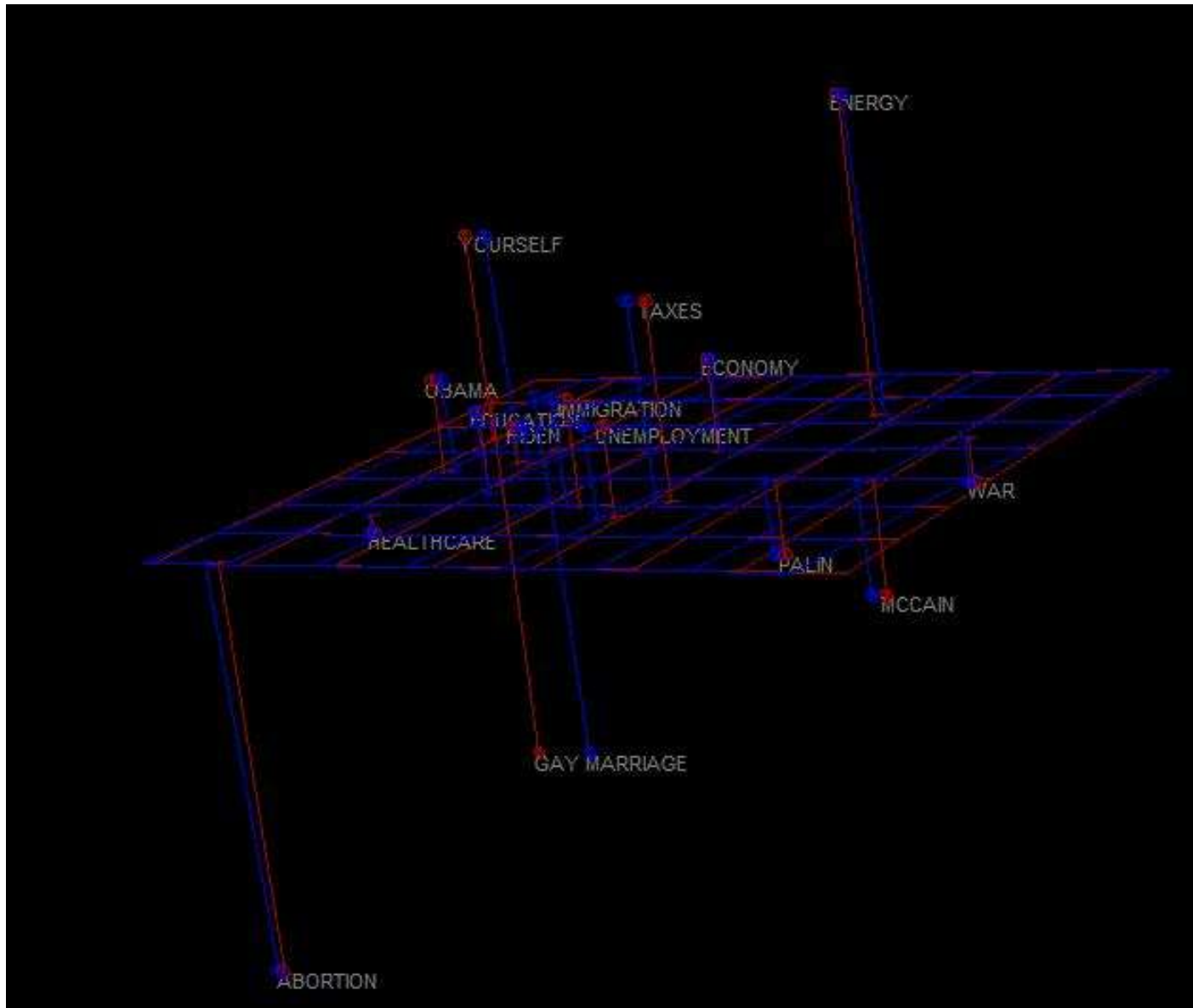
We have device constraints



Methods must be useful in the information retrieval domain



Or have some side benefit



Key discoveries (from '70s & '80s)

- Possible to accurately & precisely map perceptions in a non-Euclidean space
- Possible to predict behaviors
- Possible to predict the effects of messages
- Possible to generate messages automatically

Key discoveries from 80's & 90's

- Mathematics of Galileo Theory was similar to that of neural networks.
- Possible to use raw text instead of numbers (pair by pair comparisons)

How is this useful?

- Map users' viewpoint back to system design
- Determine key categories
- Determine category relationships
- Improve targeting of advertisements
- Make strategic decisions
- Reduce subjective bias
- Reduce analysis time and cost

What are the requirements for these methods?

- Raw, noisy, unedited text.
- Or questionnaires that only require numeric input

Who uses this technology?

Leading Universities

Harvard University

Carnegie Mellon

Columbia University

Cornell University

Johns Hopkins University

Northwestern University

University at Buffalo

University of Michigan

Major Corporations

AT&T

Canon

Domino's Pizza

Dow Chemical

Ford Motor Company

General Electric

Merck

Young and Rubican

Thank you

Joe Wölfel

joe@talkhouse.com

[**www.talkhouse.com**](http://www.talkhouse.com)

